

**BE PROUD**

**TO BE**

**ARYA VYSYA**

**NORT OR SOUTH, EAST OR WEST ARYA VYSYA ARE THE BEST.**

Vysyas got great history because they pursued loyalty, trust, devotion, education, morals, customs and values. Arya Vysyas are a peace loving and non-violent community and it has been proved beyond any doubt. Vysya community is one of the few communities that refused to use caste as a tool for social and political advancement, and many stalwarts from the community who contributed to the State's & Country's economic and social progress were living proof of the axiom – They consider that the service to society is service to god. Arya Vysyas contribution to the country's development is significant as most of them were the highest tax payers. In spite of the fact that a majority of the community people who are poor were deprived of government benefits.

## **THIS BOOK IS DEDICATED TO SREERAMA FAMILY**

SRI. SREERAMA MUNIRAM SHETTY was a Noble person and a role model for the community. He was the proud son of Srirama Bheemaiah Shetty and Smt. Seethamma, who were the contractors for the supplies to Military. Srirama Munirama Shetty is the eldest son and got partitioned with the family and came to Bangalore to settle down by establishing a Mandy business in Old Tharagu pet. He got married to, Smt. Parvathamma and happily settled in the life.

In due course he started business in sugar candy along with mandy and was quite successful in the business. The couple was blessed with four sons and seven daughters and he was maintaining such a huge family without any hindrance. He also educated all his children who had shown interest.

He was proud father of SM Navaneetha who qualified in Engineering, second son SM Prabhakar volunteered to forgo education and started helping his father from very beginning, third son SM Balakrishna took up the Commerce line and SM Satyanarayana took up Science line to pursue their education.

Looking at the prospects in the Flour Mills, he wanted to build a Flour Mills; he bought a piece of land at Sulthanpet and started building factory, with all his savings and private borrowals, as it was a massive project. To his ill luck, he took the assistance of a person who claimed to be expert but in fact he had half knowledge, but somehow finished the flour mills facing various difficulties & problems, so called expert not only misguided but also misappropriated the funds and this made him incur huge loss. As he was not able to sustain such a huge loss and service

the interest, he volunteered to settle the outstanding amount of creditors by paying 50% of the principal amount and the balance was waived, as per the terms of settlement and under the directions of elders who made settlement. In the process he had to sell the Flour Mills which was bought by his own brother-in-law, Pamadi Subarama setty and his family, who was the nominated cabinet minister under the business category by the first Chief Minister of Karnataka Mr. KC Reddy.

He continued the Mandy business and supported his huge family. While there was partition in the family of Pamadi Subbarama Setty and the flour mill was allotted to Smt. Pravathamma, who was the daughter of the family. The fate was such that it came back to the hold of Srirama Munirama Shetty, who had then, gained knowledge in abundance about the Flour Mills and restarted the factory with the help of his second son SM Prabhakar and in the course of time he started earning sufficiently with the blessings of Almighty. After 32 long years of great struggle he earned sufficiently and got all his children married, nevertheless he was feeling very uncomfortable as he was feeling guilty that what was borrowed could not be repaid in full. He had preserved the names of creditors with the aim to repay back them one day.

One fine morning, he called all his four sons who were qualified by then and expressed that he would like to settle the remaining balance 50% of the amount to the people whom he had borrowed from. The son's who were not at all aware of this episode, gave full support to their father's wish to settle the amount and his eldest son SM Navaneetha suggested that interest to the extent of cent percent of principal amount be paid.

Very next morning he started calling up the people who had lent to him, to come and take the balance amount along with interest. Most of them did not believe, unless cash was given to

them. Some of them had expired by then, and their children were called and settled the amount and those who could not be traced, as many had gone to Pakistan the amount which was meant to them was donated to temples, only then he was satisfied and real happiness was seen on his face.

It so happened, by then two creditors had gone bankrupt and receiving the amount, they could revive their business and become prosperous, one senior most & reputed Advocate of Calcutta wrote to him that his client got the amount and he had not come across such an instance in his life time, the repayment of settled balance amount after 32 years and that too adding interest, appreciated his great gesture.

Most unfortunately he did not live long after settlement; probably his aim was to struggle hard and earn sufficiently, to settle the remaining amount. Perhaps it is for the first time in the history that the balance amount which was settled was paid with interest. He made a history not only maintaining his huge family of eleven children, got them married and settled all of them and also settled all his dues before he ended his life. His beloved wife Smt. Parvathamma who lived for 97 years was always proud of her husband, and so also the entire family of Sreerama.

CA Dr. VISHNU BHARATH ALAMPALLI.

## PREFACE:

I am a too small a person to comment or write a book on 'ARYA VYSYA' nevertheless I have made an attempt as it is proved that by literature alone information passes on to the next generation. Arya Vysya's are known for service, sacrifice, goodness, helping nature and in many more respects and unfortunately the community as such is not well represented either politically or in administration of state & country. My main intention is to motivate youngsters by making them know who belonged to Arya Vysya Samaj, their service and their contribution. Our people are also known for their liberal Charity and Donations.

Arya Vysyas embrace each and every breath, with pride and proud as their motto is to live and let others live. They not only celebrate their life, but also make sure that others also celebrate and do their best in this direction and it is proved beyond doubt in the history. Right from Vasavi matha, Mahathma Gandhi to Athmuri Lakshminarasimha Somiyaji and many more have shown us to sacrifice for the sake of others and never aspired for the positions or power.

Arya Vysyas are known for hard work, in the process, they make good money and the same is spent for not only themselves but also given to the society in various forms like Schools, Darmasalas, choultries, temples, hostels, library, convention halls etc., They seek the people who need help and make their lives better, in fact they become sponge which can absorb all negativity and feel proud that they change someone's life and that is how they get satisfaction.

They know that life will be hard, there will be turmoil but that will only make them stronger. They never give up, they are the people who believe happiness doesn't lie in money or success or fame, but in giving and helping others. Arya Vysya's strongly feel that Life is not measured by the time span they live but by the quality service and contributions they make. I am thankful to Sreerama family who have sponsored this book to reach 10000 families all round the globe.

I greatfully acknowledge Dr. TV Raju, who helped to give finishing touch, Mr. Sagar for designing and M/s Omkar Printing Press for printing this dream book of mine. CA Dr.Vishnu Bharath Alampalli.

## FOREWORD.....

The charity is inbuilt in the blood of Arya Vysya's, from birth they will be watching the donations given & Charity work done by their elders and they also make it a practice to do charity. Arya Vysya's are swabimani's, and they don't ask for themselves unless situation warrants. When you are hungry, eating is natural,(Prakurthi) if you are not hungry then eating food will become poison (Vikruthi) and when you are hungry, sharing the food with others who are also hungry is samskrithi of Arya Vysyas.

If you take the history of Arya Vysya's, you will find goddess Vasavi has sacrificed her life for the sake of non violence, so also Mahathma Gandhi who fought for the freedom and did everything for it and never aspired for the power. Athmuri Lakshminarayan Somiyaji fought his entire life for the peace and glory of the community. The present days are such, if you are not in power the others take advantage and neglect you and I therefore from very beginning aspired to be a political figure and struggled for decades to prove myself and come to this position.

I have opened my doors 24 X 7 for the needy and downtrodden in general and to the community in particular. I have given my contact number freely for anybody to contact me, when my services are required and I have supreme satisfaction of helping at the time of need and I always consider that I am the servant of people and not the leader.

I heartily congratulate CA Dr. Vishnu Bharath Alampalli for bringing out a book titled 'BE PROUD TO BE ARYA VYSYA' I consider myself extremely lucky for having born Arya Vysya and let us all unite and do good work for the benefit of humankind, which is the culture of our community and thereby bring pride to ourselves and that is very purpose of Arya Vysya Maha Mandali. At the same time let us secure and exercise our rights for the overall benefit of the community.

TA Sharavana. MLC – Karnataka Government.

# Vysya Dharma

Paramatma, the creator of all, created the best of all, the man. He modeled him taking utmost care. Brahma created Angirasa, Vasista and Apararka as the Gurus of Brahmin, Kshatriyas and Vysya's respectively. Maharshi Apararka imparted Vysya the knowledge of selling and buying, the distinction between sin and benevolence, how to follow Dharma, performing pious and good deeds. He instructed them that they could clear off the Rishi Runam (the owes to Rishis) through Veda Purana Sravanam (listening to Vedas and Puranas), dues to their ancestors by improving their Vamsam through Veda Purana Sravanam (listening to Vedas and Puranas), dues to their ancestors by improving their Vamsam through begetting Sathsanthanam and dues to Gods (Devata Runam) by performing all the sacred rituals. Vysyas should take care of cows, perform righteous business, follow Dharma and Nyaya, and perform cultivation at the right time to benefit all the people in the society. Apararka Maharshi instructed the Vysyas as follows:

Cow is the embodiment of all Gods. So, they must protect cows and perform "Go Pooja". They must do business in the righteous way. They must have righteous behavior. They must cultivate at the business in pearls, diamond gems and other costly stones with good time sense and care. They must treat only that amount as their earning which is left over after being used for Dharma Karyam's. Even out of this, a part must be kept aside as caution deposit and they perform their business with the remaining. They should not be satisfied with what they have earned righteously. They should enjoy well. They should earn well for their old age when they are young in the same way, as one will earn during the day for the night. Most importantly Vysya's must earn Punyam for the sake of happiness in the Para Loka. Thus the Maharshi exhorted Vysya's to perform their duties for God and the society, following Dharma. **Vysya Dharma Prasikha** This is a book published in 1890 by Athmuri Lakshmi Narashimha Somiyaji, in old thelugu accent and style which describes the way Vysyas or in fact any community should live or behave in all important aspects in life. A book which lays guidelines clearing doubts of many.

## **CREDIT BUSINESS IS BRAIN CHILD OF ARYA VYSYAS**

There is a saying that, there is no house without a Granny, there could be no meal without a pickle, no dance without steps and there could be no city/town without Arya Vysya. Arya Vysya is facilitator for the people, who will provide all the ingredients for food and therefore has become important from the centuries,. It was the time of Barter system, where the commodities were exchanged for others. The items available in plenty were given in large quantity to the items that were available in small quantity and this system prevailed over decades and the concept was evolved by Arya Vysya's. Slowly when the concept of money was introduced, the business was done on cash terms i.e immediate payment on receipt of commodities. It so happened that the people did not have regular flow of money and the life had become very difficult as no one could tolerate hunger beyond one point and in order to ease out the problem, it was Arya Vysya's who started giving the essential commodities on terms of credit i.e, taking the items immediately and payment done subsequently. This was developed over the years and the entire business of the globe has taken revolution and the growth took place and what you witness today Trade & Commerce is all due to the idea created by Arya Vysya's.

# • BE PROUD TO BE ARYA VYSYA

- Arya Vysya history dates back at least 2600 years.
- Arya Vysya's are instrumental for the development of Business.
- Arya Vysya's are service oriented, intelligent, shrewd and capable.
- Arya Vysya's don't lower their standards for anyone or anything. Self respect is everything for Arya Vysya's.
- Arya Vysyas are charitable and extend a helping hand to the poor & needy, for the upliftment of society.
- Arya Vysyas are of 102 Gotras and known for sacrifice of life for the sake of community.
- Arya Vysya's are peace loving and against violence.
- Arya Vysya's food is most nutritious and delicious. They are strict vegetarians.
- Arya Vysya's respect every creature that god has created.
- Arya Vysya's give utmost importance to woman and give every protection.
- Arya Vysya's are god fearing and religious.
- Arya Vysya's have withstood all tests and highly respected.
- Arya Vysya's have given birth to people like Mahatma Gandhi & Lala Lajpath Rai who have fought for and brought Independence to India.
- Arya Vysya's are known for hard work, dedication and devotion.
- Ashok Samrat is proud son of Arya Vysya.
- Arya Vysya's have proved successful in business, profession and service, in fact which ever assignment they take up.
- Arya Vysya's are friendly, soft spoken and more constructive, never indulge in destruction.

- Arya Vysya are humble & self esteemed.
- The richest person in the whole world was Vysya called Ananda in the 15th Century.

- MAHATHMA GANDHI A PROUD SON OF ARYA VYSYA**
- In the year 1869, Gandhi was born at Porbandar of Gujarath to Dewan of state Sri Karmachand and his wife Putlibai. He was Mohandas and had an occasion to witness the play of Satya Harishchandra and also learnt about the sacrifice of Shravana Kumar, a proud Vysya about his sacrifice to the sick parents. Both these have made great impact on Mohandas who started following i.e Honesty & Sacrifice. After finishing his early education, he was sent to England to study Law and he returned to India in 1891 as Barrister. He had to go South Africa, where he saw how the Indians were treated as slaves by the Britishers and there he started Satyagraha. He came back to India and took the guidance of Gopal Krishna Gokhale and in due course he becomes the leader of the Freedom movement. He also fought and worked hard for the upliftment of Harijan's who were treated as untouchables. He was successful in both his movements, got Freedom to India in 1947 but never aspired to lead the nation also won and removed untouchability of Harijans. Ravindranath Tagore is the one who called him Mahatma and he has set example for Arya Vysya to Sacrifice for the sake of others and follows the Honesty which is the best policy.

- **Mahathma Gandhi, a proud Arya Vysya, perched the people -**
- **SEVEN DEADLY SINS:**
- Wealth without work,
- Pleasure without conscience,
- Science without humanity,
- Knowledge without character,
- Politics without principle,
- Commerce without morality.
- Worship without sacrifice.
- **INSPIRING QUOTES OF MAHATHMA GANDHI:**
- Mahatma Gandhi, a proud Arya Vysya, is very inspiring man most of us look to for his profound wisdom. Mahatma Gandhi's story teaches us that it is possible to remain gentle in spirit, yet simultaneously command a huge amount of strength and respect. Someone asked Gandhi, what is the message he wants to give to the world, he spontaneously answered that his life itself is the message. Here are some of my favorite quotes said by Gandhi
- 1. A man is but a product of his thoughts. What he thinks he becomes.
- 2. The weak can never forgive. Forgiveness is an attribute of the strong.
- 3. I will not let anyone walk through my mind with their dirty feet.
- 4. An ounce of patience is worth more than a ton of preaching.
- 5. An eye for an eye will make the whole world blind.
- 6. A coward is incapable of exhibiting love: it is the prerogative of the brave.
- 7. See the good in people and help them.

- 8. Strength does not come from physical capacity. It comes from an indomitable will.
- 9. Glory lies in the attempt to reach one's goal and not in reaching it.
- 10. Happiness is when what you think, what you say, and what you do are in harmony.

## **ATMURI LASHMINARAYANA SOMIYAJI – PITHAMAHA**

He is popularly known as Founder of Ashrama and Yagnas. Having done many yagnas, he was called Somiyaji. He was a good orator, social reformer, scholar of repute, administrator and fought for the cause of community. He was also a good teacher. He proved that the earth is moving round the sun. He established Veda vruksha. He was born in Brindavanpura in Krishna Taluk of Andrapradesh on 25th August 1845. The elders predicted that he would be a great person and the whole community will be proud of him. He had good training and education and married Yoshadambe in the year 1859 and joined Government service and later became an advocate. He fought against drinking alcohol, child marriage, change of Religion. He also encouraged widow remarriage and gave lectures on the Vedas and Puranas in different places and become a public figure and came to be known as Lakshminarasimha Dikshith. He performed Yagnas so successfully that the Brahmins started criticizing him saying the Vysyas were not capable of talking on the Vedhas and Puranas. They also wrote a book that hurt the feelings of Vysya community. Sri Dikshit retaliated and attacked the Brahmins who had to back off. He became very popular and his name became a household word. He wrote several books to motivate the Arya Vysyas and to build confidence in them. Shringeri Shankaracharya and Shivagange Subramanya Bharati swamy were all praise for his work and recognized his work to the society. He become a Justice in 1879 and started performing Widow re-marriages and got into trouble for which he fought tooth and nail and preached that there is nothing wrong and nowhere is it prohibited. He started a Sanskrit school and also did MAHA YAGNA for the peace of all his countrymen and women. He dedicated his life for the public cause and died on 13th June 1901 at the age of 56. For the wonderful work he has done to the community, he has been recognized as Pithamaha of Arya Vysya Community.

## POTTI SREERAMULU IS AMARAJEEVI

**He** was an Indian revolutionary, was born on 16<sup>th</sup> March 1901, to Guravayya and Mahalakshamma in 1901 at Padamatapalli in a district that once was itself a region within Nellore district. Later, their family was shifted to Madras as [famine conditions](#) prevailed in this region. They later lived in [Nellore, Andhra Pradesh](#). He completed his high school in Madras and joined the [Victoria Jubilee Technical Institute](#) in [Bombay](#) to study sanitary engineering. After his college education, Sreeramulu joined the [Great Indian Peninsular Railway](#), Bombay. In 1928, Sreeramulu lost both his wife and his new born child. Two years later, he resigned from his job and joined [Gandhi's Sabarmati Ashram](#) to serve the struggle for Indian Independence He became very well known for undertaking a hunger strike in support of the formation of an Indian state for the Telugu-speaking population of Madras Presidency;

[Mohandas Gandhi](#) once said, Commenting on Sreeramulu's dedication and fasting ability, "If only I have eleven more followers like Sreeramulu I will win freedom from British rule, during the Pre-independence.

Sreeramulu is revered as *Amarajeevi* ("Immortal Being") for his self-sacrifice;

During the last stages of his life, Sreeramulu stayed in Nellore and worked for Dalit upliftment, walking the city with slogan placards calling for Dalit upliftment, barefoot and with no umbrella against the sun. Some locals thought him insane, and he was chastised by the [upper-castes](#), for his solidarity with the Dalit cause.

He lost his life in the process in the year 1952. His death sparked public rioting and Indian Prime Minister [Jawaharlal Nehru](#) declared the intent

by the newly liberated nation to form [Andhra State](#) three days following the death of Sreeramulu.

## **PUNJAB KESARI – LALA LAJPAT RAI**

Lala Lajpat Rai a proud vysya was born on January 28, 1865 to Munshi Radha Krishna and Gulab Devi at Dhudike village. Lala's mother was a religious lady who inculcated strong moral values in her children. His family values allowed Lajpat Rai the freedom of having different faiths and beliefs.

Lala Lajpat Rai was a prominent nationalist leader who played an important role in India's struggle for freedom. He was a prominent member of the famous 'Lal Bal Pal' firebrand trio during the independence movement.

- Lala Lajpat Rai was a voracious reader and everything he read left a great imprint on his mind. He, together with other prominent leaders like Bipin Chandra Pal, Aurobindo Ghosh from Bengal, and Bal Gangadhar Tilak from Maharashtra, began to see the negative aspects of moderate politics advocated by many leaders of the Indian National Congress.

Lajpat Rai gave-up his legal practice and put all his efforts towards freeing his Motherland from the shackles of the British Imperialism. He recognized the need for presenting the state of affairs in the Indian Freedom struggle to prominent countries in the world in order to highlight the atrocious nature of the British rule in India.

His fierce brand of patriotism and potent vocalism against the British rule earned him the title of 'Punjab Kesari' or the Lion of the Punjab. He also initiated the foundation of Punjab National Bank. In 1897, he founded the Hindu Orphan Relief Movement to keep the Christian missions from securing custody of these children. He was badly injured in police lathi-charge on the activists, who were protesting the

arrival of Simon Commission, and died a few days later due to the injuries.

## RAJ BAHADUR JAMANLAL BAJAJ

Early years in 1898, when Jamnalal Bajaj a proud vysya was born into a poor family, as the third son of Kaniram and Birdibai, in a village named Kashi Ka Bas, near Sikar, Rajasthan. He was later adopted as a grandson by Bachhraj and his wife Sadibai Bachhraj, a rich Rajasthani merchant couple of Wardha.

**Jamnalal Bajaj** was an Indian [industrialist](#), a philanthropist, and [Indian independence fighter](#). He was also a close associate and follower of [Mahatma Gandhi](#). Gandhi is known to have adopted him as his son. He founded the [Bajaj Group](#) of companies in 1926.

During the [First World War](#), the British government appeased and honoured native tradesmen, soliciting funds. They appointed Jamnalal an honorary magistrate. When he provided money for the war fund, they conferred on him the title of [Rai Bahadur](#), a title he later surrendered during the non-co-operation movement of 1921.

Upon [Mahatma Gandhi](#)'s return from South Africa, Jamnalal took in interest in [Gandhi's way of life](#), his principles, such as [Ahimsa](#) (non-violence), and his dedication to the poor. He could understand Gandhi's vision that home-made goods were the answer to India's poverty. He considered that some British companies were importing cheap, raw cotton from India and sending back finished cloth. He was humbled by the simple life that Gandhi was leading at the [Sabarmati Ashram](#). He was impressed by the Ashram's routine of prayer and physical work. He brought his wife Jankidevi and his children to live in the Ashram. However, this close relationship and his deep involvement in the independence movement did not leave Jamnalal Bajaj with much time to spend on his newly launched business venture.

Jamanalal was named president of [Gandhi Seva Sangha](#), a group of workers who dedicated their time to constructive work. He was later elected a member of the [Congress Working Committee](#) and as the treasurer of Congress in 1933.

## **Dr. RAM MANOHAR LOHIYA A PROUD SON OF ARYA VYSYA.**

Ram Manohar Lohia was born on 23 March 1910 at [Akbarpur](#) in the present-day [Uttar Pradesh India](#), in a prosperous [Vysya](#) family. His mother died in 1912, when he was just two years old, and he was later brought up by his father Hiralal who never remarried. In 1918 he accompanied his father to Bombay where he completed his education.

- **Ram Manohar Lohia** was an activist for the [Indian independence movement](#) and a [socialist](#) political leader. During the last phase of British rule in India, he worked with the Congress Radio which was broadcast secretly from various places in Bombay city till 1942.
- Lohia wrote his PhD thesis paper on the topic of [Salt Taxation in India](#), focusing on [Gandhi's](#) socio-economic theory. Lohia was one of the founders of the [Congress Socialist Party](#) and editor of its mouthpiece *Congress Socialist*. Lohia became one of the leading figures of the Central Directorate which clandestinely tried to organize the [Quit India](#) revolt, sparked by Gandhi in August 1942.
- He was a very popular writer and written many interesting and thought provoking books and became very famous and people appreciated his literature.

- **MAHADEVI BECOMES AKKA MAHADEVI**

- Akka Mahadevi (ಅಕ್ಕಾ ಮಾಹಾದೇವಿ) (c.1130-1160) was one of the early female poets of the Kannada language and a prominent personality in the Veerashaiva Bhakti movement of the 12th century. Her 430 extant Vachana poems.
- Mahadevi a staunch devotee of Shiva was the daughter of Nirmala Shetty & Sunitha and she was born in Udithadi village, Shirolakuppa hobli, of Shivamogga District. From birth she was chanting shiva vachanaas all by herself and she grew up to become a very attractive young girl and many bridegrooms to be, from Royal background sent their proposals to her for marriage. She agreed to marry son of Samatha Raja with the condition that her devotion to Shiva should not be disturbed and also, she has say on certain things which was agreed. Unfortunately, her marriage lasted only for two years since her husband broke his promise. She then decided to take up Sanyas and reached Kudala Sangama in Bijapur District where she was told being a lady, she will not have place in Ashram but after hearing her spiritual talk all the inmates and others present fell to her feet and started addressing her as 'Akka' and that is how she became Akka Mahadevi. As

she was the disciple of Shiva and took the shelter of lingayath mata, many got confused her for veerashiva.

- **Hon. Venkaiah Naidu, Vice President hails Vysyas' contribution to society**

- 
- The Vice President of India, Sri. M. Venkaiah Naidu, said that the Vysya community was one of the few communities that refused to use caste as a tool for social and political advancement, and many stalwarts from the community who contributed to the State's economic and social progress were living proof of the axiom - "Manava seva madhava seva" i.e service of society is service of god.
- Arya Vysya Community is like an umbrella of many philanthropic and social service organisations running schools, colleges, old age homes and so on, was proof that Indian culture was a time-tested one that cared for all constituents of society - the poor, the aged, and the underprivileged. He said such works were a reminder to policy makers to change the way they solved problems.
- "I know we tend to see flyovers and bridges as solutions to the growing population. But we need to look at population control as the issue, and prevent the disease not just cure it,"

## **CHARITY IS IN THE BLOOD OF ARYA VYSYA**

This is a real incident. I have witnessed it myself and am unable to forget it in my life. My childhood friend Master Ranganath, a young Vysya boy, who was my classmate, was one among my intimates. We used to call him Daanasoora Ranganath. This happened five decades back and is still fresh in my memory. It happened when Master Ranganath was just 10 years old. At that early age itself, he was known for Charity. He used to give a major portion of the food he had brought from home to the school, for the poor students and for those who had not brought food from home. When he came across a beggar, he used to give the clothes he was wearing. Few incidents I have witnessed is that new clothes purchased for the festivals were given to the under-privileged and he was feeling happy seeing them in the new clothes. He was fair complexioned, very good looking, always smiling and a brilliant boy. His habits included not only spending his leisure time either in sports or in library but also used to take all his friends along to these places and therefore was very popular among the students.

One day we were all playing a cricket match in the sports ground. It was a match between two schools and was thrilling. He had batted first and scored good runs and then it was our turn to field. The opponent team was nearing the target score and therefore had created lot of anxiety. When the ball was hit to the boundary line, one of the other friends had to run and catch the ball but he was injured during the play and was limping. Ranganath having noticed this asked him to stay back and he started running to catch the ball. It so happened that the ball went under a bush and he was bitten by a snake. He thought it was some insect and ignored the same. He continued to play the game and was

instrumental in winning the match. He started feeling sick as the poison from snake was getting into his system and by the time he was taken to Doctor it was too late and the poison had spread all over. He collapsed and died before all of us. Even in death he was charitable; the ball which was supposed to have been fielded by another was volunteered by him and invited his own death.

## **SIR M VISWESVARIAH & ARYA VYSYAS:**

Bharath Rathna Sir M Visweswariah, a great Engineer and a visionary, hails from a very poor family. His father was a priest in a small temple and wanted his son to become a priest of another temple, so as to make ends meet for the family-needs. Visweswariah was very stubborn and took up Engineering course. A stage had come where he had to take the final examination by paying an examination fee of Rs.10/- which his father could not afford nor had he had any intention to take from somebody to pay as he felt that was the time to make Visweswariah agree to become a temple priest.

- Viswesariah without knowing what to do, was crying, sitting on a pavement at the corner of the street and accidentally met the Vysya couple who were just coming from their routine walk. They knew he was avert intelligent boy and looking at him crying, enquired the reason for his crying. When told the situation he was into, they came forward and paid the fee of Rs.10/- without any hesitation and that made Visweswariah become an engineer and a great personality. In his speech, when he was honored and was bestowed Bharath Rathna, he mentioned that the entire credit goes to the Arya Vysya couple who had volunteered to pay his examination fee, without which he wouldn't have become an engineer and wouldn't have contributed so much work that he did and also would not be recognized as Bharath Rathna.
- Arya Vysyas are known for Charity from the time unmemorable.

## STORY OF ELEPHANT & PIG

Vysyas have got great history because they pursued loyalty, trust, devotion, education, morale, sacrifice and custom/values. Arya Vysyas' contribution to the country's development is significant as most of us are the highest tax-payers. We are industrious, intelligent and God-fearing people. Naturally, this high esteem of Arya Vysyas has made others jealous and critiquing. I remember a story of Elephant & Pig. While we have reached the status of his majesty the elephant, should we care for a dirty pig?

An elephant took bath in a river and was walking on the road. When it neared a bridge, it saw a pig fully soaked in mud, coming from the opposite direction. The elephant quietly moved to one side, allowed the dirty pig to pass and then continued its onward journey.

The unclean pig later spoke to its friends in arrogance, "See how big I am; even the elephant was afraid of me and moved to one side to let me pass".

On hearing this, some elephants questioned their friend, the reason for its action. Was it out of fear?

The elephant smiled and replied, "I could have easily crushed the pig under my leg, but I was clean and the pig was very dirty. By crushing it, my leg will become dirty and I wanted to avoid it. Hence, I moved aside."

This story reveals:

Realized souls will avoid contact with negativity not out of fear, but out of desire to keep away from impurity though they are strong enough to destroy the impurity. You need not react to every opinion, every comment, or every situation. Select your path and keep going ahead. \*Choose your battles wisely... Not everything deserves your time and attention\*

## • **BUSINESS IS REAL SERVICE**

- As a practicing Chartered Accountant, it was a very difficult task to face one particular Income Tax Commissioner and his subordinates as he was always suspecting that the business community always cheats and they have to be taxed heavily. He had instructed all his subordinates to look into the accounts keeping microscope lens and complete the assessments. It so happened that I had to appear before him for one of the big appeals of mine and I was pretty sure that I will not get relief and I was mentally prepared and was planning the next course of action I had to take in that case. Most surprisingly, he allowed my appeal and I was given full relief, which I had not even dreamt of. In my anxiety, I asked him how come he has given full relief which was not expected by me.
- He narrated a real incident that happened to him. It appears that he had a very bad headache one night and could not find any tablet in the house and since he was not getting sleep, he went out late night to see whether he could procure a tablet for headache. The entire city was shut and he could see one shop open in the corner at about 11 pm. He could get a tablet at the usual price without being charged any extra premium. He enquired the shopkeeper, how come he kept his shop open at this hour when the entire city is closed. The shopkeeper expressed to him that in order to meet the emergency and make things available to people, he had opened till midnight and this was taught to him by his elders. He also expressed and felt proud that he belongs to Vysya Community and earning while giving service is their culture. This made him change his thinking that we should not restrict to eight hours of duty as the working-class work until late hours probably 15 to 16 hours. Keeping the shop open in the late hours is the real service to humanity. That made him realize and be liberal in his approach.

- **HOW INDIRA BECAME INDIRA GANDHI**

- Indira was the only daughter of Pandith Jawharlal Nehru and Kamala Nehru, she was bold and courageous and Mahathma Gandhi liked her, Indira used to accompany Nehru in the freedom moment and became close to Gandhiji. Feroz Khan was a Journalist and Congress worker and used to meet Nehru frequently and used to stay long hours in Nehru's house and Indira used to converse with him and slowly they fell in love and decided to marry which was strongly opposed by Nehru. If Indira Nehru were to marry a Muslim she would loose the possibility of becoming the heir to the future Nehru dynasty. At this juncture, according to one story, *Mahatma* Gandhi intervened and adopted Feroze Khan, gave him his last name (family name/caste name) and got the name of Feroz Khan changed to Feroz Gandhi by an affidavit in England. Thus, Feroze Khan became Feroze Gandhi. Though Mahatma belonged to Bania/Gandhi caste (a business tribe) the proposal was acceptable to Nehru for political reasons. Indira Nehru married Feroze (Khan)Gandhi in 1942 and became Indira Gandhi, Indira was very stubborn and took up the matter to Gandhiji and he intervened and asked him to go through Hindu rituals but that did not satisfy Nehru and ultimately he volunteered to offer his sir name to Feroz Khan and he become Feroz Gandhi and then the

marriage took place and Indira become Indira Gandhi. Mahathma Gandhi who is Arya Vysya is known for sacrifice and gave his family name as gift to Feroz and then only the marriage took place.

## HOW KOMATI BECOME ARYA VYSYA

**Arya Vaishya (Arya Vysya)** is an Indian caste. Orthodox **Arya Vaishyas** follow rituals prescribed in the Vasavi Puranam, a religious text written in the late middle ages. Kuladevata is Vasavi. The Komatis are said to have originally lived in large numbers along the [Godavari River](#), which the locals called Gomati or Gomti. The [Sanskrit Gomati](#) was rendered into Telugu as *Komati*.

The merchant classes preferred [Jainism](#) for gaining social status and respectability, and the erstwhile [Banias](#) became Gomati or followers of the Gomata cult in medieval times. The story of Vasavi, the caste goddess of the Vaishyas narrated in the *Vaishya Purana*, is said to have definite Jain overtones. There is an alternative etymology for the word Komti, as the "derivation of the word from [gomata](#). "These tradesmen (Beharulu) who hailed from Gouda Desa took to Jainism and adopted the 'Gomata' cult. The word Gomata got distorted slowly as Gomatlu, Kommathulu, Komattulu.

The [Nellore Choda kings](#) in the 13th century are said to have established the [varnashrama dharma](#) in the Telugu country. The court poet and minister [Tikkana](#) treated Komatis as being equivalent to [Vaishya](#) in his [Andhra Mahabharatam](#). The Komati merchants along with Balijas became notable as trading communities during the period of the [Vijayanagara Empire](#) (1325-1565 CE), and desired [Vaishya](#) status.

The [Mackenzie](#) manuscripts provide a record of a copper plate grant of guru Bhaskaracharya (16th century CE), given by the 102 gotras which formed the Gavara grouping. According to the *Vasavi Purana*, the Vaisyas of Penugonda and 17 other towns belonged to a group of Vaisyas of 714

gotras. However, the 102 gotras of Gavaras separated out, and formed the Gavara Komati community.

The name Arya vysya came into use when the community elders registered the name of the community during the British census in 1901 of the erstwhile Madras presidency. The claim to Vaishya status was contested, legally and otherwise, during the 18th and early 19th centuries, The *Vaidika* (Vedic) Brahmin community supported the practices of the Komatis and, after much deliberation, the court allowed the practices to continue.

## **ARYA VYSYAS**

It's common to confuse all Arya Vysyas as Telugu speakers since there are two Telugu speaking states and gives them more representation. In Maharashtra, their mother tongue is Marathi, in Orissa their mother tongue is Oriya, these people are fluent in Hindi as well and are also present in parts of Chattisgarh and MP. Telugu speakers are present in most parts of South and Central India since they were part of the historic Vijayanagar kingdom which existed much before the linguistic reorganization of states. In Karnataka and Tamil Nadu they have Kannada and Tamil as their mother tongue respectively, since all these states were clubbed in the erstwhile British Madras presidency they could speak Telugu/Tamil as well. (Hence the term Madrassi became synonymous for a South Indian in the North)

Mahajan, Sahukar, Sheth, Gupta are common surnames in Central India used by AryaVysyas. In Karnataka Shetty is used, Setty is used in Andhra, Chetty or Chettiar is in use in Tamil Nadu and Kerala.

They had a near monopoly on Trade previously in these regions and that's not the case today and their economic condition has rather deteriorated drastically.

Superstitions, lack of awareness, paucity of seed capital, less education, shortage of employment opportunities and ever-increasing competition with no political, social and industry representation presents a dim future for community. Hope things get better for the community as a whole!

Indian population is nearing 130 Crores and the total number of Arya Vysya are only less than 2% and therefore we have to be in minority list of the

Government and all the privileges given to other minority community be extended to Arya Vysyas.

Only 25% of the Arya Vysya are well placed and lead a comfortable life and the 25% of the balance come under middle class and the balance 50% of them are under privileged and need support from the community and the government. The advantages of categorising under minority include granting liberal Bank loans, special quota for education and seat allotment, employment opportunities and the out of turn promotion is given. It is heartening to note that AP & Telangana Government's are planning to establish Arya Vysya Corporation with investment of 100 crores for the development and promotion of the community.

The History of the Arya vysya community is connected with the history of Goddess Kanyaka Parameswari. She is the Kula Devata that is Goddess of Community for them. This Deity is called as Vasavi also and her history has taken place in and around a place known as Penukonda in the present day district of Ananthapuram in Andhra Pradesh. Their caste is known as Chetti/Setty/Sreshti, otherwise Komatlu in Telugu and Komatti/Telungu Chettiar in Tamil. Adding the word Telungu is necessitated because their is also a pure Tamil community called Chettiyar/Nattu-k-kottai Chettiar.

Arya Vysyas are strictly vegetarians wear holy thread across their chest and follow Hindu traditions/rituals just like Brahmins.

Their profession by caste is chiefly trade and business. Nowadays there are good number of officers and executives also could be seen amongst them.

They are spread all over Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Kerala and Maharastra and other parts of India.

They mostly follow Saivism but there are also Vaishnavites. They are industrious, intelligent and God-fearing people.

It is time for all Arya Vysya to get united and continue good work in much higher scale and the entire society, country and world is proud of Arya Vysyas. More than all, no time in the history, there is any bad mark on them, any time.

## GLORY OF THE ARYA VYSYA COMMUNITY

Arya Vaisyas are primarily a trading community, and believed to be so since the time of Rig Veda. They are spread throughout the country and have surnames like Setty, Chetty, Chetti, Chettiar, Gupta, Rao and Sreshty. The community was formerly known as Komati Chettiars in Tamil Nadu but now prefer to be referred to as Arya Vaishya. Long before Hitler, Germans said to have belonged to the Aryan race; the Arya Vaisyas have been claiming through folklore that they are in fact the original descendants.

With the blessings of Lord 'Shiva' the Arya Vysya community is known for diligence, prosperity, sincerity, dedication and is also rich in values. The Vysyas being one of the four categories i.e., Brahman, Vysya, Kshatriya & Shudra, are pioneers in business: fully intelligent, shrewd and capable of hard work. Business tactics are in the blood. This has come from centuries and at no time in history is there any black mark on the community. On the contrary, it has always been admired that Vysyas doing business has rendered Yeoman Service to the society. Business, both in small and big measures were done at every nook and corner of the country by Vysyas alone. Over the years, other community people have entered into business and slowly the Vysya community was looking out for various opportunities and losing their grip over business.

It was Vasavi Jayanthi, the much awaited day for me and the entire community. I was at the Vasavi temple, with folded hands, listening to the soothing sound of ringing bells, admiring Goddess Vasavi as the priest was doing aarathi. Instantly, I felt the sense of pride of belonging to the Vysya community and prayed to Goddess Vasavi for the welfare of our community and the country. As I gave out my gothra to the priest who was performing Archana in my name, I got a message from my relative who is settled in Atlanta, USA that he was also celebrating Vasavi Jayanthi at the

Hindu Temple of Atlanta Riverdale! That's when a thought sparked in my mind that there would be tens of thousands of representatives of each gothra praying to our Goddess Vasavi all around the world. This is the transformation with time, from the 102 Arya vasyas who had jumped into the holy fire with Vasavamba Devi, to now, the successors of the 102 Arya vasyas who are now in lakhs and scattered all around the world, remember our Goddess on this holy day!

Later I met up with my friends in our favorite food joint, for a cup of coffee..! My friends are from varied industries, one into incense sticks, one into silk trade, one into jewellery with a common feature of all being involved in finance business.

According to me, a thumping majority of our community run businesses, rather than being employed or in a profession. This phenomenon is a legacy left behind from our kind Virupaksha who after the sacrifice made by his sister Vasavamba Devi, preached the entire community to involve themselves in something peaceful and productive, like trade rather than fighting and ruling the state which would involve war and bloodshed. From this logical foundation, our community has travelled a long way in running successful businesses, with business acumen in our genes! Even today, a Setty for other communities is a synonym for a perfect businessman. This is an unmatched reputation we enjoy today.

Majority of the Vasyas are in business. Among them, majority are into trading, rather than manufacture, services, mining or research. It is accepted that the toughest part in the entire value chain from invention of a product to its journey of reaching the end customer is selling the product. Through technological changes and automation / mechanization, manufacture has become more precise and quality is adhered. However, for selling, there is always the need for personal interaction and we are undoubtedly masters in selling. Then why are we lagging behind when there is a retail boom in the country! Instead of growing in leaps and bounds, why are we getting crushed with competition in the trade in which we are supposed to be masters from decades?

### **AS PER SHASTRAS – HOW THE COMMUNITY EVOLVED.**

Arya Vasya community is found throughout the Length & Breadth of the country, as was in the past, so also the present times Vasya community is

divided and known by different names in different parts of the country. There are 102 known Gotras, each having separate popular names.

As time passed changes came in the society and the Vysya community was no exception to it. In modern day society, trade and commerce did not remain the domain of the Vysya community but almost every caste and religion has entered into it. On the other hand, but for notable exceptions, Vysyas have concentrated themselves into small trade and business and have not ventured into manufacturing and large industries.

It is not too late, and it is possible that the community can gain its past glory and can become leaders in trade, commerce and industry. For this it is important to know where we have failed and where we have missed out, what we have not done and what we could do now.

## 7. ARYA VYSYA & HINDUISM

Arya: Means great, good, sujjana.

Vysya: Community of people

Arya Vysya is a Hindu.

**Happiness is not something you can achieve by your hands, but what you can carry in your heart.** Hinduism is like a great river which has many branches and one of the branch is Arya Vysya. The people who believe that there are different routes to attain Moksha are Shiva, Vyshnava, Shaktheya, Sowra, GanaPathya which are also the main religious denominations.

The basis of Hinduism is in Vedas. There is a notion that Brahman is born on face, Kshatriya is born on Shoulders, Vysyais born on lap and Shudra is born on foot. Even though by birth, there is difference, as all are important to a human body, each has its own merits and it is interconnected. Hinduism has grown from strength to strength as its base, i.e. the Vedhas were very strong and its motto is "Sarve JanaSukhino Bhavanthu" let every creature on this universe be happy, one who is Hindu should be proud of

Hinduism. Swamy Vivekananda said "I am proud to belong to a religion which has taught throughout the world both tolerance and universal acceptance. We believe not only in universal tolerance but we accept all religions as true. I am proud to belong to a religion which has taught the world both tolerance and universal acceptance. Hinduism has all good things of other Dharmas and therefore it is eternal.

## ARYA VYSYAS IN HISTORY

**VYSYA KING- EMPEROR WHO RULED IN INDIA - The following 8 states ruled by Arya Vysya Kings**

Ahi Chaytram (Uttarpradesh): It is Now in U.P. the following kings are ruled in 1st century B.C. 1) Badra Ghosh 2) Bhanu Mitra 3) Bum Mitra 4) Jaya Mitra 5) Phalguni Mitra 6) Surya Mitra 7) Vishnu Mitra 8) Varuna Mitra 9) Prajapati Mitra 10) Son-ki-yani-puthra Vadunsapala and his father Putra Dayvani Putra Bhgavathar 11) Puspa Sree 12) Pavathudu (Parvatha) 13) Ashva Ghosha.

1. Ayodhya (Uttarpradesh): It is now in U.P. The following kings ruled in 1st Century 86 B.C. about hundred years.

1) Mula Deva 2) Vayu Deva 3) Visaka Deva 4) Dhana Deva 5) Plgu Deva  
Mitra Kings: Satya Mitra 7) Aarya Mitra 8) Sangha Mitra 9) Ajaya Varma.

1. Kausambi (Uttarpradesh): Now it is in North India. The following King ruled in second Century B.C.

1) Ba-ha-sa-thi Mitra 2) Bruhaspathi Mitra 3) Pravastha Mitra 4) Vruna Mitra 5) Pushpashri 6) Ghoutanu 7) Ashwvaghosha.

1. Mathura (Uttarpradesh): Now it is in North India.

**The following Kings ruled in second century B.C. Mitra kings.**

1) Goti Mitra I 2) Goti Mitra II 3) Brahma Mitra 4) Drudha Mitra 5) Surya Mitra 6) Pursha Dathha 7) Uttama Datha 8) RaamaDatha 9) Shasha Datha 10) Bhava Datha 11) Kama Datha 12) Nara Datha 13) Siva Datha 14) Bala Bhthi.

1. Ai-vole (Karnataka): It is now in Karnataka. Name of the kingdom was Gerssoppe and the name of the king was Honnaruled in 1405 A.D.

1. Penugonda: It is now in Andhra Pradesh. West Godavari District. King Kusuma Sreshty ruled in 11th Century A.D. It is the birth place of Sri Vasavi Kanyaka Prameshwari.

1. Maha Raja Agra Sen ruled 5100 years ago in North India at Agra.

1. Mehaja Hemraj: Vedic Kings:

### **BRISU – The Phani King**

1) Dhrashta Kings 2) Dishta 3) Bharunandana 4) Vatsa Pritu 5) Pranasu 6) Pranati 7) Kanitra 8) Chakeshusha 9) Vitisanil 10) Khanimetra (very pious) 11) Karandhana

### **VYSYA EMPERORS**

1) Chandra Gupta I 2) Samudra Gupta 3) Chandra Gupta II 4) Kumara Gupta 5) Skanda Gupta 6) Budha Gupta 7) Narasimha Gupta 8) Bimbasara 9) Ajata Satru 10) Chandra Gupta Maurya 11) Bindusara 12) Ashoka Vardhan 13) Prabhakara Vardhan 14) Harsha Vardhan 15) Sinuka of Sata Vahana Dynasthy 16) Vasista putra sathakarna and other Satavahana emperors –etc. ruled the country under the Gupta Dynasty. Harsha Vardhan and Sunga Dynasty ruled the country.

a) Goddessess – Vasu, Rudra – Aaditya – Vishvadeva

b) Grahagal – Chandra – Budha – (Ammanavaru – Budhagraha)

c) Vedmantragala Rachanakaararu – Balandara – Vatsa, Sankela

d) Manuputraru – Distha, Naabhaaga

e) Gnaanigalaada Shreshtigalu – Janakamahaaraaja

## **MINISTERS**

1) Tejpal 2) Vastupal 3) Bhaama shaha 4) Vimala Manthri 5) Udayana Manthri 6) Vagbhattu 7) Amarabhattu 8) Aabda Manthri

## **POETS**

1) Mahakavi Maghudu 2) Bhakta Tukaram 3) Acharya Hemachandra suri 4) Jai Shankar Prasad 5) Rashtra Kavi Maitheli Sharan Gupta 6) Bharatayndru Harischandra 7) Kavi Chakravarthi Sreepadha 8) Siddapala 9) Vijayapala 10) Babu Gangaprasad Gupta 11) Raadha Krishna Dass 12) Jagannath Das Ratnakar 13) Sia Ram Saran Gupta.

## **VYSYA PEETA-DI -PATHULU**

1) Acharya vadi Deva Suri 2) Acharya Vajra Swamy 3) Aarya Samethi Suri 4) Vadi Bhatal Suri Sri Shanthi Swarupulu 5) Maghudu 6) Sri. Sri. Chandrashekar swamy.

## **VYSYA BAKTHA**

1) Tuladhara 2) Sundara Sresty 3) Sangara Sresty 4) Vairathi 5) Kamadeva 6) Gnaneswara Jagadusha 7) Vijaya Sresty Dampatigalu 8) Ka-yi-Vanna Sresty 9) Veera Maharushi 10) Bhavishya Datta 11) Maha-Yogini Venkamma 12) Bullesu Malliah Sresty.

## **LEADER'S & FREEDOM FIGHTERS**

1) Father of the nation Mahatma Gandhi 2) Lala Lajapat Roy 3) Darsi Chanchaiah 5) Ram Manohar Lohia 6) Jamanalal Bajaj.

## **PRIME MINISTERS**

1) Radha Gupta 2) Sakad Hal 3) Kalpak 4) Abhay Kumar

## **PRESIDENT**

1) Pushaya Gupta was president during Samudra gupta's rule  
2) Shri Prakash 3) Mohanlal Sukhadia 4) P. Venkatasubbaiah

## **CENTRAL MINISTERS**

1) Bhagat 2) P. Venkta Subbaiah 3) Sateesh Chandra Agarwal 4) Krishna Kumar Goel 5) Shanthi Bhushan 6) MohanDhariya 7) P.C. Sethi 8) Vikram Mahaajan 9) Seeta Ram Kesari.

## **FORMER CHIEF MINISTERS**

1) C.B. Gupta (Uttarpradesh) 2) Banarasidas Gupta (Haryana) 3) Mohanlal Sukhadia (Rajasthan) 4) Banarasidaas(Uttarpradesh) 5) Verendra Chaklencha (Madyapradesh) 6) Sundarlal Patta (Madyapradesh). 7. Konijeti Rosaiah (AndhraPradesh)

## **STATE MINISTERS**

1) Raja Sevaaskta Sri Pamidi Subbarama Shreshti & Shri B.E. Ramaiah (Karnataka) 2) Shri Konajethi Rosaiah 3) ShriBaccugurumurthy 4) Shri Muttagopalakrishna (Andhra Pradesh) 5) Sri D.H. Shankar Murthy 6) Sri M.N. Krishnaiah Setty.

## **GOVERNORS**

1. Konijeti Rosaiah (Tamilnadu)

## **WOMEN MINISTERS**

1) Smt. Prabhavathi Agarwal (Bihar) 2) Smt. Yashodharaa Bjaja (Maharashtra) 3) Smt. Nagamma Keshavamurthy(Karnataka)

## **BUSINESSMEN'S & INDUSTRIALISTS**

1) Avuchi Devaiah Tippa (Foreign Business) 2) Baangaadi 3) Lohiyaa 4) Dooduvaala 5) Junjuvaala 6) Pothedhaar 7) Jaalaan 8) Bhagalchandusoni 9) Rajahukunchand 10) Bhirla 11) Daalmia 12) Goyaankaa 13) Grandhi Mallikarjuna Rao GMR Group 14. Dhiru Bhai Ambani, MUKESH AMBANI, ANIL AMBANI 15. Kumaramangalam Birla (Birla Group) 16. Lakshmi Mittal. 17. Naresh Goyal of Jet Airways. 18. Subashchandra goyal - Zee Entertainment. 19. Indujain - the Times Group. 20. Sunil Mittal of Airtel Group. 21. Walchand Hirachand Hindustan

Aeronatices Ltd., 22. RAHUL BAJAJ, (Bajaj Group) 23. PRAMOD MAHAJAN,  
24. WALCHAND HIRACHNAD (HAL) 25. RP GOENKA (RPG GROUP) 26. VENUGOPAL  
N DOOTH (VIDEOCON)

## **JUDGES**

1) Ranganaatham Shreshti 2) P. Sriramulu 3) Y. Venkateshwarulu 4) Sri  
Neeladri Rao was Judge of Andhra Pradesh 5) SriR.V. Raveendra was the  
Judge of Supreme-court 6) Smt. Manjula Chellur was the first women  
Judge; she is just retired as Chief Justice of Maharashtra. 7)  
uttavenkatasubba Raowas Judge of Madras.8) R. Krishnaiaha Shreshti  
was the Chairman of Karnataka Tribunal. 9) P. Vasanatha Shreshti was  
themember of Karnataka Tribunal. 10) K.R. Krishnaiah Shreshti was the  
member of Income tax Appellate of Kolkata and LICAppellate Tribunal of  
Nagpur. Sri. Satyanarayana ITAT Bangalore.

## **MP/MLA/MLC OF DIFFERENT STATES:**

TG Venkatesh MP of AP

Kolagatla VeerabhadraSwamy, (MLA-AP)

DH Shankarmurthy(MLC-KAR)

SNKRISHNIAH SETTY(FORMER MINISTER-KAR) SHARAVANA (MLC-KAR) HP  
MANJUNATH(MLA-KAR)

MUTTA GOPALAKRISHNA(FORMER MLA-AP)

SIDDA RAGAVA RAO(MLC AP)

BANGARU USHARANI (MLA AP)

MADHUSUDAN GUPTHA (MLA-AP)

VELLAMPALLI SRINIVAS (MLA-AP)

ANNA RAMBABU(MLA-AP)

SRIRAM TATAIAH (MLA-AP)

CH RAMAKOTAIAH (MLA-AP)

Dr. ANANT LABHSETWAR (FIRST INDIAN TO OWN BANK IN USA)

GUNDAIAH CHETTY (MLC-KAR)

GARUDA SEETARAMAYYA (INDUSTRIALIST)

SUDHIR MUNGANITIWAR (MLA-MAHARASHTRA)

MADAN YERAWAR (MLA - MAHARASHTRA)

ANNA RAMBABU (MLA-AP)

### **'PADMASHREE' AWARDEES**

1. Sri A.S. Chetty Narasapur of Andhra Pradesh.

2. Sri Ramesh Gelli of Bangalore/Hyderabad.

3. Sri B.L.S. Murthy of Karnataka.

### **OTHERS IN HISTORY**

**DARISI CHENCHIAH:** He is known for his integrity and helpful nature.

**MAHARAJA AGRASEN:** A very prosperous king and developed Independent Republic. He advised against marriage within the same gotras.

**SHRAVANA KUMAR:** He was the one who carried both his mother and father on his shoulders to holy places and in the journey he was dead by accidental arrow from Dasharatha.

**JANAKA MAHARAJA:** Father of Seetha devi

**SUBALA:** Wife of Drutharashtra fought for Pandavas.

**CHITRANGADE:** W/o. Arjuna & Mother of Babruvahana.

**VISHNU GUPTA:** The great king in the history of India.

**SAMRAT ASHOK:** Ever great king that India had.

**VIKRAMADITYA:** Known as expert of 64 tactics and captured Betala.

**KANNAGI:** The one who burnt Madurai with her powers of Ankles.

**SIRIYALA:** Great disciple of Lord Shiva.

**VIRUPANNA:** The great artist who created the Lepakshi temple.

**TIRUKA CHINAMBI:** The one who competed with Ramanujacharya.

**HONNA:** King of 15th century of Gupta Vamsha.

**NAVAKOTI NARAYANA:** The richest person on the earth.

**RUKMAI:** The one who married Vittala devition.

**UDIGIYA VENKAMMA:** The great disciple of Lord Shiva and one the proved better than masters.

**MAMADI VENKAT ACHARYA:** A great artist and Poet.

**MUTHA VENKATA SUBBARAO:** He was the first Indian to occupy the Chief Justice of High Court.

**POTTI SREERAMULU:** A person who sacrificed his life for the cause redistribution of provinces on linguistic basis.

**SRI VIDYA PRAKASHANANDA GIRI:** Attained success in meditation and maintaining purity of mind.

**AVACHI DEVAYYA TIPPA:** Most successful in business- sea trade and highly philanthropic and no one who hadapproached him for help were dissatisfied.

**SRI RAMA VENKATA SUBBAIAH SETTY:** The one who invented Aeroplane for the first time on and got the goldmedal from Queen Victoria.

**MAMIDI VENKATARAYULU:** A Braveman, well know for social service and a man of sacrifice.

**VAGBHATTA:** He was a Bhruhaspati in intelligence he was instrumental for the victory of Chalukya Dynasty.

**GAJALA LAKSHMINARAYAN SRESTI:** One of the first person who fought against the British Tyranny in India. He got assurance from British that they would not interfere in the religious matters of Hindus.

**AABHADA:** A very clever, courteous, devotional, not interested in worldly pleasures and his sacrifice is great.

**UDAYAN:** He earned eternal fame by sacrificing himself for the sake of his country.

**DARIS CHENCHIAH:** A man who is true Nationalist Revolutionary and a Tyagi.

**BRAHAMA SHAH:** A person known for the sacrifice his life for the sake of his country. **Who know, tomorrow may not be as good as today**

**JAYA SHANKAR PRASAD:** A great poet, he has written several kavyas, plays, novels, short stories and essays.

**VIMAL SAH:** A very courageous person and a very powerful muscular person.

**VASUPALA:** A very good warrior and a great minister.

**ACHARYA HEMACHANDRA SURI:** A very great scholar and a good writer. He wrote grammar books, dictionaries, kavyalochana, story books, philosophy.

**MEGHA:** A great poet.

**ACHARYA VAJRA SWAMY:** He was proficient of many languages.

**TEJAPALA:** A very good administrator, known for no famines, no thieves, no robbery, no fear etc.

CHEGU SESHAVATARAM (Statesman)

VILLAS MUTTEMWAR (MINISTER FOR ENERGY)

BANARIDAS GUPTHA (HARYANA)

JYOTHI BASU (LEADER CPI-M)

PRAKASHKARA(LEADER CPI-M)

LALKRISHNA ADWANI (SENIOR BJP LEADER)

B Krishna Murthy of Warangal: fondly called as Telangana Gandhi, had infused the spirit of Telangana among the members of the community.

## OTHER FAMOUS PEOPLE:

1. Sri Kotrike Madhu Sudhan (Congress,Guntakal,Anantapur)
2. Sri Sriram Rajagopal (TDP,Jaggaihpeta,Krishna Dt.)
3. Sri Vellampalli Sreenivas Rao (PRP,Vijaywada (West))
4. Sri Anna Rambabu (PRP,Giddalur,Prakasam Dt.)
5. Sri Chinnam Ramakotiah (TDP,Nuziveedu,Krishna Dt.)
6. Mr. Umamaheswara Rao (Municipal councillor 1981-1986)
7. Mr. Kantha Rao
8. Grandhi `Crane' Subba Rao
9. Girish sanghi (MD of Vaartha Paper)
- 10.K.Sankara Rao (MD, Ajantha Supari)
- 11.Sri.P.Gopalakrishnan (Sri Krishna Jewellery)
- 12.Sri.P.M.M.Nandagopal (Chairman, Sri Nandhanam Group of Institutions)
- 13.Sri.K.Srinivasan (MD, Emerald Jewel Industry India Ltd)
14. Chegu Seshavatharam
15. Kolagatla Veerabhadra Swamy
16. Sidda Ragava Rao MLC from Ongole.
17. Bangaru Usharani MLA Palakollu
18. Madhusudan Guptha MLA from Guntakal
19. Anna Rambabu MLA from Giddalur.
20. Sriram Tataiah MLA from Jaggaihpeta.
21. CH Ramakotiah MLA from Nuziveedu.
22. Dr. Anant Labhsetwar - First person from India to own a Bank in US.
23. Late Gundaiah Setty MLC from Karnataka.
24. Garuda Seetarayya Eminent Industrilist from Visakapatnam.

## **ARYA VYSYAS ARE CALLED BY THE FOLLOWING NAMES IN OTHER PROVINCES OF THE COUNTRY**

Vysyas are known by many names and have 100 such groups in India. Though their language, culture, customs and traditions are different in different parts, they are one under Vaishya umbrella.

## **IMPORTANT AND POPULAR BRANCHES OF VYSYA COMMUNITY**

- 1. AGARWAL:** Mostly found in central India few of them follow the Jainism and most of them are followers of Lord Vishnu. The people of 18 gotras have their surname as Agarwals and they are mostly in business.
- 2. MAHESHWAR:** Most of them settled in Marwad and Mewad they have as many as 31 sub-branches the people belong to 24 gotras come under Maheshwar.
- 3. OSWAL:** They are found in Rajasthan, central India, the people follow Jainism and many of them follow Vaishnava Dharma.
- 4. GOORARA:** The people have spread in Gwalior, Agra, Itava and as many as 22 gotra people are under this banner.
- 5. BUDHERWAL:** As many as 57 gotra people come under this and they live in Narmada river bed and Bhopal.
- 6. NARASIMPURA:** The people who live in Narasimpura are called their surname also Narasimpura and most of them follow Jainism.
- 7. KHANDELWAL:** The most of them in Rajasthan especially in Jaipur and there is a place called Khandelwal. They are found in East & South India and their main occupation is business.

8. **GAHOYA:** The people live in Murdabad, Jhansi, Jloon most of them belongs to 17 gotras and they follow Vaishnavadharama.

9. **PANALIWAL:** They are found in Jodhpur, Agra are most of them are in agricultural and trade.

10. **PURIWAL:** They are found in Gujarath, Porbandar, Agra and other parts of central India they follow Shaiva, Vaishnavadharm.

### **Misfortune is a good teacher for the wise**

11. **BHATIA:** They are found in Mumbai, Karachi, Punjab and their main occupation is trade in textiles. Most of them have migrated to Kshatriyas.

12. **Shetty/Chetty/Setty:** They are spread in Karnataka, Andhra Tamil Nadu and their main occupation is Business and they are very generous workers and charitable in nature.

13. **DUSAR:** They are found in Delhi and the river bed of Ganga and most of them follow Vaishnava Dharma and their main occupation is agriculture they fought against Moguls.

14. **RASTOGI:** The people have spread in Lucknow, Fathepur, Farukabad, Mirat, Bengal & Bihar. The three main subbranches are Ameri, Indrawalu, and Manahari.

In all there are about 80 groups of Vysyas in Komati Kula or Komati Group in India. They are

1. Aryavysya's
2. Agarwal
3. Oswal
4. Khandewal
5. Pareliwal
6. Purawal
7. Bhatia
8. Maheshwar
9. Agrahari

10. Doosar
11. Umar
12. Rastogi
13. Kesandan
14. Lohia
15. Sonia
16. Suraseni
17. Baraseni
18. Bharanwal
19. Kesarwani
20. Ayodhya Bhansi
21. Jaiswar
22. Mahobia
23. Mourya
24. Baasi Baniya
25. Kota Bania
26. Rounias
27. Janarya
28. Mathur Vyshya
29. Ayodhyawasi Vyshya
30. Lohana
31. Revvari Baniya
32. Kama
33. Vijayavargi
34. Srimali
35. Baderwal
36. Dwadasha Shreni
37. Oswal Vyshya's
38. Kobe
39. Desawal
40. Gurjar
41. Laad
42. Souratia
43. Harisora
44. Ukkar
45. Vayaad
46. Baniya
47. Suvarnavanik
48. Patotia
49. Kadeslia

50. Gandhavanik
51. Kaarusha
52. Shah
53. Sunar Baniya
54. Natakota
55. Gorara
56. Narasimha Pura Mahajanulu
57. Gayoya
58. Kumwar Vyshya's
59. Purawaal
60. Mode
61. Garal d
62. Badiyala
63. Kafal
64. Putili Baniya
65. Vanik
66. Naagar(Dasa-Bis)
67. Diswala
68. Jarola
69. Soratia
70. Khadaitha
71. Harsara
72. Kapola
73. Urlaava
74. Patolia
75. Vayodha
76. Gavaaru
77. Kalinga Komati
78. Beri Komati
79. Balie Komati
80. Naagar Komati

## **ARYA VYSYAS SPREAD ACROSS THE COUNTRY**

**KARNATAKA:** Popularly called Arya Vysyas, Komati, Shetty, Vani Vysyas, main occupation is business, industries, agriculture off late most of them are highly educated and they are in profession, software and few of them are in publicservices.

**ANDHRA PRADESH:** More of Arya Vysya and few of berry vysyas, Kalinga Vysyas, few of them are disciples of LordEshwar and majority are in business.

**TAMIL NADU:** Apart from Arya Vysyas, Nada Koti Vysyas are there. They pray Lord Shiva & Vishnu few of them havemigrated to Burma, Ceylon.

**MAHARASHTRA:** Both Arya Vysyas and Vani Vysyas have spread around Maharshtra and business is main occupation.

**BENGAL:** Gudhuvanik, Suvarna Vanik, Karuha, Shah different type of Vysyas have spread and few of them migrated toAfrica, Europe & China.

**GUJARAT:** Gurjar, Pokal Sowratia, Bydypal, Kapal, Ukkar Kadha Bamia Namdhari & few other vysyas occupation isagriculture, business, and industry.Arya Vysya population will to run more than cross but has never indulged in politics. They are known for sacrifice for ex:

Kanyakaparameshwari, Mahathma Gandhi and many others, they have fought for the cause of people and nation. They arealways peaceful even to fight for the cause they have adopted hunger strike, salt satyagraha, peaceful march, etc.In the history i.e., 10th & 11th Century penugonda was a very large Kingdom and as many people of 714 gotras of vysyaswere then existed.

## 102 GOTRAS OF ARYA VYSYAS:

- There are 102 gotras belongs to Arya Vysyas. They followed 102 Rishis for conducting their rituals. Surname gotras and Rishis for identification and classification for all the Arya Vysyas are one and the same. Gotras is equivalent of the Sanskrit names of Rishis.

Groups of Arya Vysyas became followers of particular Rishi for conducting their rituals and they claimed to be the followers of that particular Rishi. Thus they are identified by the Rishi name. And for still feature identification they use a pre-fix surname generally indicating the area from which they migrated or the profession to which they belong and other such identification.

### thras List

No	Gothiram Name	Sankethanamam
1	<a href="#">AGASTHYASA</a>	<a href="#">ANUBHA GULA, ANUBALA, ANUBALA GULA</a>
2	<a href="#">ATHREYASA</a>	<a href="#">ARASAKULA- ARISISHTAKULA- ELISISHTAKULA- ARISETLAKULA- HARISISHTAKULA</a>
3	<a href="#">ACHAYANASA</a>	<a href="#">AKRAMULAKULA- AKYAMULAKULA- AMALAKULA- ARKYAMULA</a>
4	<a href="#">UGRASENASA</a>	<a href="#">KUMIRISISHTA- KUMARSISHTA- KOMARSISHTAKULA</a>

5	<u>UDHGRUSHTASA</u>	<u>KANYAKULA- KANUKULA- KRANUKULA- KRANU</u>
6	<u>UTHAMOJASA</u>	<u>UTHAKALAKULA-UTHAKULA- UTHASISHTAKULA- UHTAMAKULA</u>
7	<u>RUSHYASHRUNGASA</u>	<u>ANANTHAKULA</u>
8	<u>AUSHITHYASA</u>	<u>YANASAKULA- YAANASAKAKULA- YAANASABIKULA</u>
9	<u>GANVSA</u>	<u>GARNAKULA</u>
10	<u>GANDHARPASA</u>	<u>SARAKULA- SEKOTLAKULA- SEGOLLA- SAMANAKULA- SHRESHTA KUNDALA KULA</u>
11	<u>KABILASA</u>	<u>MANDU- MANDHAKULA- HASTHAKULA- MANDAKULA</u>
12	<u>KABEEDHASA</u>	<u>VENKALAKULA</u>
13	<u>KASYABASA</u>	<u>GANAMUKU KULA</u>
14	<u>GUTHSASA</u>	<u>ISHVAKU KULA</u>
15	<u>KOUNDINYASA</u>	<u>KANALOLA- KANASRILA- KANASRILA KULA</u>
16	<u>GOUNDHEYASA</u>	<u>KAMASISHTA</u>

17	<a href="#"><u>KOUSIKASA</u></a>	<a href="#"><u>KARAKA PALA</u></a>
18	<a href="#"><u>KRUSHNASA</u></a>	<a href="#"><u>DHANAKULA- THANANAKULA- THENUKULA</u></a>
19	<a href="#"><u>GARKYASA</u></a>	<a href="#"><u>PRAHEENUKULA- PRAHEENIKULA- PAPIKULA</u></a>
20	<a href="#"><u>GRUTHSAN MATHASA</u></a>	<a href="#"><u>ESABAKULA- ESUBAKULA- ESHUBAKULA- SANNAKULA- JANAKULA- JYANUKULA</u></a>
21	<a href="#"><u>GOPAKASA</u></a>	<a href="#"><u>INJTHAPAKULA- GOPAKULA- KONDAKULA- KONDAKAKULA</u></a>
22	<a href="#"><u>GOUTHAMASA</u></a>	<a href="#"><u>GANTHISEELA- GANTHASEELAKULA- GANTHASEELA- GRANTHISEELA</u></a>
23	<a href="#"><u>CHAKRAPANISA</u></a>	<a href="#"><u>CHAKRAMULAKULA- CHAKRAMULASAKULA</u></a>
24	<a href="#"><u>CHAMARSHANASA</u></a>	<a href="#"><u>BETHASHRESHTA- BETHAKISHTA- PATHASISHTAKULA- PATHTHASISHTAKULA</u></a>
25	<a href="#"><u>JADABARATHASA</u></a>	<a href="#"><u>KUNDAKULA- DHURASISHTA- DHURASISHTAKULA</u></a>
26	<a href="#"><u>JADHUKARNASA</u></a>	<a href="#"><u>CHANDRAKULA- CHANDRAMOOLA- CHANDRAMASISHTA</u></a>

27	<a href="#"><u>JAMBASOOTHANASA</u></a>	<a href="#"><u>THRIMULA- THRIMULAKULA</u></a>
28	<a href="#"><u>JARATHKARASA</u></a>	<a href="#"><u>SANTHAKULA- JANAKULA- JYANUKULA</u></a>
29	<a href="#"><u>JABAALISA</u></a>	<a href="#"><u>SIRISISHTAKULA- SIRASISHTAKULA</u></a>
30	<a href="#"><u>PAPREYASA</u></a>	<a href="#"><u>SANASISHTA- SANASISHTAKULA- SINISHETLA</u></a>
31	<a href="#"><u>JEEVANDHISA</u></a>	<a href="#"><u>BURHTILASISHAKULA- BRUMASISHTAKULA- LRUTHTHIKULA</u></a>
32	<a href="#"><u>THARANISA</u></a>	<a href="#"><u>THRIVIKRAMA- SISHTASA- THRIVIKRAMASISHTAKULA</u></a>
33	<a href="#"><u>THITHIRISA</u></a>	<a href="#"><u>PAMTHAKULA- PRAHTAMAKULA- PRAVATHAKULA</u></a>
34	<a href="#"><u>THRIJADASA</u></a>	<a href="#"><u>UPARAKULA- USIRAKULA</u></a>
35	<a href="#"><u>THAITHREYASA</u></a>	<a href="#"><u>SITHURUBELLU- SITHRUBELLU- SITHRUBA- SITHRUBAKULA</u></a>
36	<a href="#"><u>THALPYASA</u></a>	<a href="#"><u>PADINAKULA- PLAKAKULA- PALAKALAKULA- PADANASISHTAKULA</u></a>
37	<a href="#"><u>DHURVASASA</u></a>	<a href="#"><u>THITHISA- THITHINAKULA- THENTHSULA- THENTHASALA-</u></a>

		<u>THETHANAKULA</u>
38	<u>DHEVARATHASA</u>	<u>HAARAASIKULA</u>
39	<u>DHEVA KALKYASA</u>	<u>USIRAKULA- DHESISHTAKULA</u>
40	<u>NARADHASA</u>	<u>PALAKAKULA- PALAKULA</u>
41	<u>NETHRA PAHTASA</u>	<u>SANDHOKU- SANDHOKULAKULA</u>
42	<u>PARAS</u> <u>PARAAYANYASA</u>	<u>DHUVVISISHTAKULA-</u> <u>POULATHATHSYA KULA-</u> <u>SRIBHUMSIKULA</u>
43	<u>PALLAVASA</u>	<u>KANAPAKULA- KANTAKULA-</u> <u>KANTAASUKULA- KANTASUUKULA-</u> <u>KANTASTHULAKULA</u>
44	<u>PAVITHRA PAANISA</u>	<u>DHAYASISHTAKULA- DHAYAA</u> <u>SISHTAKULA- DHASISHTAKULA-</u> <u>THAISETTAKULA- THESETLAKULA-</u> <u>THESISHTAKULA- THYSISHTAKULA</u>
45	<u>PAARAASARYASA</u>	<u>KAMATHENUKULA-</u> <u>PATAKASEELAKULA-</u> <u>PANCHALAKULA- PANCHALLAKULA-</u> <u>PRANASEELAKULA-</u> <u>PRANUSEELAKULA- PRANA SEELA</u> <u>KULA- PAMPAALLA</u>

46	<a href="#"><u>PINGALASA</u></a>	<a href="#"><u>AYANAKULA</u></a>
47	<a href="#"><u>PUNDAREEGASA</u></a>	<a href="#"><u>ANUSISHTA- ANUSISHTAKULA- KRANUKULA- THONDIKULA</u></a>
48	<a href="#"><u>BHOODHI MASHASA</u></a>	<a href="#"><u>DHURVADIKULA- DHULAASISHTAKULA- DHURYADAKULA- DHULASISHTAKULA- DHULASIKULA- DHODAKULA- DHODILULA</u></a>
49	<a href="#"><u>POUNDRAKASA</u></a>	<a href="#"><u>BUMSIMAMSUKULA- BUMSIMANAKULA- BROSISHTAKULA- BROSI- BROLEKAKULA</u></a>
50	<a href="#"><u>POULASTHYASA</u></a>	<a href="#"><u>GOSEELA- UTHAMAGOSEELA- PALLALAGOSEELA- PADUGOSEELA- SRIGOSEELA- PUNAGOSEELA- SOORYAKULA- UTHAMASEELA- PUNAGORSEELA- PATTUGOSEELA- PUNAKASEELAKULA BHEEMAGOSEELA- SATHYAGOSEELA- CHANDHIGOSEELA-</u></a>
51	<a href="#"><u>PRASEENASA</u></a>	<a href="#"><u>VANISISHTAKULA- LENASISHTAKULA- LELISISHTAKULA</u></a>
52	<a href="#"><u>PRABHADHASA</u></a>	<a href="#"><u>UDHVAHAKULA- PENDLIKULA- RAVISISHTAKULA</u></a>

53	<a href="#"><u>BRUHATHATHVASA</u></a>	<a href="#"><u>PERUSISHTA- BERISISHTAKULA- BHRUSISHTAKULA</u></a>
54	<a href="#"><u>BHODHAYANASA</u></a>	<a href="#"><u>BHUDHIKULA- BHDHANAKULA</u></a>
55	<a href="#"><u>BHARADHVAJASA</u></a>	<a href="#"><u>BALASISHTA- BALASESHTA- BALISISHTA</u></a>
56	<a href="#"><u>BHARGGAVASA</u></a>	<a href="#"><u>PRUTHIVISISHTA- PRUTHIVISRESHTA</u></a>
57	<a href="#"><u>MANTHAPALASA</u></a>	<a href="#"><u>VINNASA- VINNAKULA- VINUKULA- VENNAKULA</u></a>
58	<a href="#"><u>MAANAVASA</u></a>	<a href="#"><u>MATHYAKULA- MANYUKULA- MARAASAKULA- MAANAACHAKULA</u></a>
59	<a href="#"><u>MAREECHASA</u></a>	<a href="#"><u>THISHAMASISHTAKULA- THEESHMAKULA- THEESHMASISHTAKULA- THEESHMASHRESHTA</u></a>
60	<a href="#"><u>MAARKANDEYASA</u></a>	<a href="#"><u>MONUKULA- MORUKA- MORUSA- MORKKALAKULA</u></a>
61	<a href="#"><u>MUNIRAJASA</u></a>	<a href="#"><u>PADMASISHTASA- PADMASISHTAKULA- PADMASHRESHTA</u></a>
62	<a href="#"><u>MAITHREYASA</u></a>	<a href="#"><u>MATHTHIKULA- MATHANAKULA- MATHYASAKULA- MITHUNAKULA-</u></a>

		<u>MAITHRIKULAv</u>
63	<u>THOUMYASA</u>	<u>CHANDA- CHANDHAKULA- CHANDAKAKULA- CHANKALAKULA</u>
64	<u>MOUNJAYA</u>	<u>MUNJEEKULA- MOUNJRISA- MOUNJIKULA</u>
65	<u>MOUTHKALYASA</u>	<u>NAABILLA- NAABEELAKULA- NAABEELASAKULA- MUNIKULA- MOOLAKULA</u>
66	<u>YAASKASA</u>	<u>VYALAKOOLASA- VELGOLLA- VAELIGOLLA</u>
67	<u>YAGNA VALKYASA</u>	<u>ABIMANCHIKULA</u>
68	<u>VADUGASA</u>	<u>ANUMARSHANAKULA</u>
69	<u>VARADHANTHUSA</u>	<u>MASANTHA- MASANTHA</u>
70	<u>VARUNASA</u>	<u>YELASISHTAKULA- VELASISHTAKULA- VELISISHTAKULA- SIRISISHTAKULA</u>
71	<u>VASHISHTASA</u>	<u>VASTHI- VASTHISA- VASTHIKULA- VASTHRIKULA</u>
72	<u>VAMADEVASA</u>	<u>UPALAKULA- UPAMAKULA- UPANAKULA- UPAMANYAKULA</u>

73	<a href="#"><u>VASUDEVASA</u></a>	<a href="#"><u>BHEEMASISHTA-</u></a> <a href="#"><u>BHEEMASISHTAKULA-</u></a> <a href="#"><u>BHEEMASRESHTAKULA</u></a>
74	<a href="#"><u>VAYAVYAYA</u></a>	<a href="#"><u>MRANGAMAKULA-</u></a> <a href="#"><u>VRAHASISHTAKULA- VRAKALAMULA-</u></a> <a href="#"><u>VRANGAMAKULA-</u></a> <a href="#"><u>VRANGAMULAKULA</u></a>
75	<a href="#"><u>VALMIKASA</u></a>	<a href="#"><u>SUKALAKULA- SAKALLAKULA-</u></a> <a href="#"><u>SUCHALAKULA- SUGOLLAKULA</u></a>
76	<a href="#"><u>VISHVAGSHENASA</u></a>	<a href="#"><u>UBARISISHTA- VIBARISISHTA</u></a>
77	<a href="#"><u>VISVAMITHRASA</u></a>	<a href="#"><u>VIKRAMASISHTA-</u></a> <a href="#"><u>VIKRAMASISHTAKULA</u></a>
78	<a href="#"><u>VISHNUVRUNTHASA</u></a>	<a href="#"><u>PIPPALAKULA- PUPPALAKULA</u></a>
79	<a href="#"><u>VAIROHITHYASA</u></a>	<a href="#"><u>VASNTHA- VASANTHAKULA</u></a>
80	<a href="#"><u>VYASASA</u></a>	<a href="#"><u>THANAKU- THANATHAKULA</u></a>
81	<a href="#"><u>SARABANKASA</u></a>	<a href="#"><u>KRAMASISHTA- KRAMASISHTAKULA-</u></a> <a href="#"><u>KRAMASHRESHTAKULA</u></a>
82	<a href="#"><u>SAARGNARAVASA</u></a>	<a href="#"><u>KUNDAKAKULA- KONDAKAKULA</u></a>
83	<a href="#"><u>SHANDILYASA</u></a>	<a href="#"><u>THUPPALA- THUPPALAKULA</u></a>

84	<a href="#"><u>SRIVATHSASA</u></a>	<a href="#"><u>SILAKULA- SRIRANGAKULA- SRILAKULA</u></a>
85	<a href="#"><u>SRIDHARASA</u></a>	<a href="#"><u>SIRISHESHTA- SIRISHESHTAKULA- SRishi</u></a>
86	<a href="#"><u>SHUKLASA</u></a>	<a href="#"><u>SRISALAKULA- SRISALLA- SRISALLAKULA</u></a>
87	<a href="#"><u>CHOWCHEYASA</u></a>	<a href="#"><u>ILAMANCIKULA- YALAMANCIKULA- HELAMANCIKULA</u></a>
88	<a href="#"><u>CHOWNAKASA</u></a>	<a href="#"><u>KAMALAKULA- DHRUGASISHTA- DHRUGASISHTAKULA- THANATHAKULA- CHAANAKALAKULA- CHOWNAKA</u></a>
89	<a href="#"><u>SATHYASA</u></a>	<a href="#"><u>ANTHIRAKULA- CHINTHAKULA- CHINTHAMASISHTA CHINTHYAKULA- CHINTHALA</u></a>
90	<a href="#"><u>SANAKASA</u></a>	<a href="#"><u>SHANAKULA- SANAKULA</u></a>
91	<a href="#"><u>SANATHKUMARASA</u></a>	<a href="#"><u>DANKARAKULA- MUTHUKULA</u></a>
92	<a href="#"><u>SANANTHANASA</u></a>	<a href="#"><u>SAMASISHTAKULA</u></a>
93	<a href="#"><u>SAMVARTHAKASA</u></a>	<a href="#"><u>RENDUKULA- RENTAKULA</u></a>
94	<a href="#"><u>SUKANCHANASA</u></a>	<a href="#"><u>PUCHAKULA- PUCHAKASEELA- PUNITHA- PUNEETHASA-</u></a>

		<u>PUNTHAKULA</u>
95	<u>SUDHEESHANASA</u>	<u>DHANTHAKULA- DHYANTHAKULA- DHVANTHAKULA- DHENTHAKULA- DHEVISETLA- DHONTHAKULA</u>
96	<u>SUNDHARASA</u>	<u>INA- INAKULA- INAKOLA- VINUKULA</u>
97	<u>SUVERNASA</u>	<u>PRODAYASAKULA- PRODAJAKULA- PROUDAAYAJA</u>
98	<u>SUBHRAMHANYASA</u>	<u>SANTHANAKULA- SANIKTHAKULA</u>
99	<u>SOWBARNASA</u>	<u>PUTHURUKULA- PUTHURUKSAKULA</u>
100	<u>SOWMYASA</u>	<u>HASTHIKULA</u>
101	<u>SOWVERNASA</u>	<u>CHUSALAKULA- SAKALLAKULA- SOOCHALAKULA- SOOKASALLAKULA- SOOSALAKULA</u>
102	<u>HARIVALGAYASA</u>	<u>KAPATA- KURATA- KORATAKULA- GORANTAKULU</u>

**VASAVIGODDESS IS ONE UNDER DIFFERENT NAMES**

**NAMEPLACENAMEPLACE**

**VASAVAMBA- PENUGONDABANASHANKARI- BANASHANKARI**

**ANNAMMA – BANGALORELOKESHWARI - AGUMBE**  
**MAHAKALI – CALCUTTAKANAKA DURGA- VIJAYWADA**  
**SHARADE – SRINGERINIMISHAMBA - SRIRANGAPATNA**  
**MARIKAMBE- SIRISIDURGA PARAMESHWARI- KATIEELU**  
**MAHALAKSHMI- KOLLAPURKANAKA MAHALAKSHMI- VIZAG**  
**RAJA RAJESHWARI-KENGERIKOLARAMMA- KOLAR**  
**MEENAKSHI- MADURAIKANYAKUMARI- KANYAKUMARI**  
**UMA MAHESHWARI-KAILASHMANGALA GOWRI- GAYA**  
**RENUKAMBA-DANDELIMUMBADEVI- MUMBAI**  
**PARVATHI- NANJANGUDOMSHAKTHI- MELMARVATHUR**  
**RADHA – MATHURA GANGOTHRI- GANGOTHRI**  
**CHAMUNDI- MYSORENARAYANI- VELLORE**  
**VYSHNAVI- VYSHNODEVIHASANAMBA- HASSAN**  
**YALLAMMA- SAVADATTIBRAMARAMBA-SRISAILAM**  
**MUKAMBIKE-KOLLURJWALAMUKI- JAMMU**  
**KAMAKSHI- HAMUNDATODHPUR**  
**ALAMELU MANGAMMA-MANGAPURMARIYAMMA- SAMYAPURAM**  
**ANNAPURNESHWARI–HORANADUAMBALA THALLI-HARIYANA**

ARYA VYSYA COMMUNITY is backed by many organizations, NGO's, Trusts, Societies, Sabha's all over India, pridaminantly in south India. I am highlighting the

services of few organizations, which has come to my knowledge.

**KARNATAKA ARYA VYSYA MAHA MANDALI:** Maha Mandali has taken birth to promote Education, Health, Employment and Leadership. The aim is to MARCH TOWARDS ARYAVYSYA SAMAJ. Way back in the year 1955, the community is listed as Minority and over the years it was left over. The Government of Karnataka is insisted to recognize as Minority community. Also to protect the dignity & development of the community and inculcate the leadership is aimed. The mandali is working towards promoting the Schools, Rest houses, Poor feeding, Education scolorships, To uplift the down trodden and handicap and also to establish the Arya Vysya Corporation.

**KARNATAKA ARYA VYSYA MAHASABHA:**

**Karnataka Arya Vysya Mahasabha**, a **Charitable** Institution came into existence on 18-7-1908 and got Registered under Societies Act during 1915. The Main aim and objects of the formation of the **Karnataka Arya Vysya Mahasabha** was to provide Hostel facility to the Students coming from Rural Areas of **Karnataka**.Mahasabha having completed Centinary and to commemorate the Centinary building was built to ensure regular Income is generated for the Students Scolorships, Hostels, Bording, and overall welfare of students. The Mahasabha has several activities of uplifting and welfare of the community.

VASAVI FOUNDATION: Vasavi Foundation is known for liberal scholarships to poor and meritorious student community to pursue their education.

## Ashakta Poshaka Sabha

VIDARSWATH VRUDA ASHRAMA: It provides shelter to Senior citizens, who are left behind and those who do not have support.

VASAVI VEDA NIDHI TRUST:

From past 45 years, to uplift the poor students, the talent search is made nook & corners of south India and they are brought to Bengaluru and free education is given alongside they are taught Vedas. They have been given the food, shelter, Uniforms, medical aid and all basic needs. The other wing of the Trust is giving the services of all rituals which are done after death by having Vydhika Bhavana. It has a scheme like Insurance, to have rituals regularly after death.

SRI LAKSHMI ADHINARAYANA CHARITABLE TRUST:

The Trust is doing yeoman services to the devotees who visit the temple on the hill top at Ellode.

The Food on weekends, accommodation, shelter and room for comfortable stay is taken care by their associates.

## SET BACKS WHICH HAVE TO BE SET RIGHT:

- Presently many Vysya families are not getting two meals a day, many Vysyas are engaged in construction Labour, working as Auto Drivers and a few of them are struggling for survival. Some of them are virtually in begging stage. We have to learn from other communities. there are no beggars in the Sikh community. The community centers take care of the welfare of all sikhs. Mohammedans have to give every year to the extent of 5% of their Income to the relatives & friends who do not have means. The poor and down trodden have the right to come and ask for help from those who can afford and they are the duty bound to help. Similar move should be undertaken by our Community organizations.

Every member of Vysya family be insisted to go over to the Vasavi temple every day. The affordable families must contribute liberally for building temples, community development and for welfare of poor.

The Vysyas are in almost all fields without exception, best, be it small or big.

The conventional business of the Vysyas can not continue to exist, in its present form. It has to change taking into consideration technology and latest effective business practices – especially in sales and after sales. The business of current century is customer oriented and therefore the customer's satisfaction is supreme.

Intelligent and talented Vysya students in various fields can be identified and provided with scholarships so as to help their education and future programme. This way we will be forming our own knowledge bank. To help needy Vyshyas by providing jobs, Finance, old age pensions.

To encourage the Vyshyas to take active part in politics and to do service to the community and people at large. Prepare the youngsters

to participate in the developmental activities of the nation and march towards integration.

Encourage the Vysya youth organize Health Centers, encourage marriages without dowries and mass marriages. Patronize Vysyas poets, scholars, artists and editors. To bring all Vysyas living in different parts of country under one banner. However big or small, care has to be taken in selecting good quality materials and put them in a presentable manner and have a good show room to exhibit, meet the customers and convince him, give the facility of giving home delivery, give after sales service, greet the customers on occasions and to make true the adage "The Customer is king"

Over the years small businesses will vanish due to various factors and therefore it is time for consolidation i.e., getting together, consolidate efforts, finance, techniques and mind and do business in sizeable manner and compete in the open world. The overheads get reduced, the fixed costs get wider spread and variable cost reduces due to volumes and better purchase price. To patronise Vysya orphans and poor Vysyas, to build free hostels and boarding house to educate rural Vysya students. Integration of our community living in isolation. To work for the welfare of the Vysyas in all spheres of life.

"A customer once is a customer forever". In order to achieve this goal all our youngsters should go in for training in –

- Computers
- Marketing
- Public speaking
- Planning firms
- Business information & Business accounting
- Modern techniques of business
- Public relations
- Understand customer needs

- Customer contact regularly.

### **ENCOURAGEMENT FOR SUCCESS:**

Success depends on multiple factors, like luck, gods' grace, efforts, timely planning, finance, team leadership, boldness, hard work, etc. The person who is successful in his/her venture had to be encouraged for him to become successful for him to prosper and help others to come up. One can eat rice but not gold or silver and therefore the excess that he/she has can be used for investment which gives opportunity for others to grow. Similarly, successful people have to see that the community people should be encouraged so that the community as such is benefited and prospers.

### **• COMMUNITY DEVELOPMENT:**

- Having read about the life and times of Sri Somayaji, we could take inspiration from it. Community development projects could help to build a strong nation and develop a sense of nation and unity. This can be achieved only by charity and focusing on education.
- Successful people should be of a mind to contribute to a community education plan. This can be done by educating at least the children of a family. So that the future of every family is secure.
- Orphan children need homes. Let us open our house and minds to these children – who knows? We may have a Narayan Murthy or a Gandhiji in them. In case of crises in society, we must be quick to provide relief in the form of food, clothing and shelter and medical relief. Quick loans for launching and running of small businesses will help several businessmen to start their lives again. It is up to every individual to work to their fullest potential and be productive and help develop their families.
- Vocational training is another neglected area that can be developed. Many economically backward youngsters can be helped with this kind of training. Elaborate wedding on an individual scale can be done away

with if we go in for mass marriage. In short – let us remember – charity begins at home! Let us strengthen our chosen community first and the nation will surely benefit.

- **FINE TUNE THE PEOPLE:**

- One should take advantage of modern technique of communication and experiments. The one who is unemployed has to be employed.
- One who is employed has to improve and become efficient.
- One who has learned the work has to be trained for better achievements.
- One who is good has to be better every year and become best.
- One who is best has to train the people around him.
- One should be constantly on the move as there is no end to improve.
- Adoption of villages, Proper plans, time bound, execute manage,
- For the benefit of community members, particularly for the benefit of the younger generation and also for the benefit of one's friends and guests, I am listing here important names of Vysya community leaders from ancient times to the present. There were kings who once ruled the major part of India. There were ministers, freedom fighters and judges and name a few follows:

- 
- You will get everything you want as far as you really wish for something and strive to make your dreams alive. Starting may be a failure but we learn Good from bad, positive from negative. So, we learn Success from failure. Keep going. don't quit at all. It's all about how hard and how bad you want something and if the intensity is so high towards your dreams then you won't be doing anything, your burning desire for your dream will work for you. See then how beautifully you'll get what you want. Key is just don't quit.
- What is the most easy & most difficult thing in life. Beautiful answer is mistakes. Easy to Judge when others do it, difficult to realize when we do it.

FROM THE DESK OF AUTHOR:

MY DEAR ARYA VYSYA BROTHERS & SISTERS.....

- Life is all about following your dreams.
- Life's greatest joy is, knowing there is somebody out there who needs you.
- Life is not about growing up, or growing old. It's about making sure you never stop growing.
- Life is beautiful, because of that thing called HOPE.

If everyone happy with you then surely you have made many compromises in your life. But if you are happy with everyone, then surely you have ignored many faults of others.

- Life is not a parking space, it is a racing track. Keep on moving, no matter when, where and how you start but reach your goal and make a new record in this world.

Half of sorrows we earn by expecting good things from wrong people; and the other half of sorrows we earn by finding wrong things in good people.

Not all grown up's are smart, not all smart people are grown up, it's just a talent to be smart.

- Challenges make you more responsible. Always remember that life without struggle is a life without success.
- Failure will never overtake me if my determination to succeed is strong enough.
- If you want success, the foremost thing is to ensure that you are not the obstacle to it.
- Achievement seems to be connected with actions, Successful persons keep moving even if they make mistakes as they do not quit.
- No relationship is lifelong, but each relation has its lifelong memories. Life is good when relations live with it, but it becomes best when we live for it.
- To be one and to be united is a great thing. But to respect the right to be different maybe even greater.

Discussion is an Exchange of Thoughts & Knowledge; Promote It. Argument is an Exchange of Ego & Ignorance, Avoid It.

- Never give up. Today is hard, tomorrow will be worse, but the day after tomorrow will be sunshine.
- The greatest value of having good people around you is not what you get from them but the better person you become by being with them.
- You can never win an argument with a negative person. They only hear what suits them and listen only to respond.
- The Pain will not go away by getting angry or bitter; it will go away when you learn to accept life's challenges with grace and ease.
- An umbrella cannot stop the rain, but it certainly makes us stand in the rain. Similarly, "Confidence" may not bring success; but gives us the power to face various challenges in Life!!
- Discussion is an Exchange of Thoughts & Knowledge; Promote It. Argument is an Exchange of Ego & Ignorance, Avoid It.
- No matter how many times "teeth bites the tongue" They still "stay and work together". That's the "spirit of forgiveness and relationship.
- Education is not the name of any degree or certificate that can be shown to others as a proof. But education is the name of our behavior, attitude, actions, language and personality with others in real life.
- A Dream is just a dream. A Goal is a dream with a plan and a deadline.

**Remember, two 'wolves' that live inside all of us**, one is unhappiness. It is fear, worry, anger, jealousy, sorrow, self-pity, resentment, and inferiority.

- The other is happiness. It is joy, love, hope, serenity, kindness, generosity, truth, and compassion."Each other will always be fighting.Which ever you feed more will win the battle.
- The kite gives us a nice & wonderful message. Fly high & high. But stay connected to the ground to our roots or else you will be lost.
- We will definitely succeed in our life if we follow all the advices that we give to others.

Positive attitude gives you power over your circumstances, instead of your circumstances having power over you.

- Opportunities are equal for all, but the difference is that positive person gives results & negative person gives reasons.
- Is the glass half full, or half empty? It depends on whether you're pouring, or drinking.

- Flowers blossom in style even when there is no one to admire it's beauty. Same way continue your good work with honesty even when nobody is watching.
- I looked at the rising Sun and asked, what have you to teach me today. I heard a voice which said, always generate more light than heat.
- For achieving Goals, Strong strategy is not enough; strong and determined implementation gives absolute results.
- If you never chase what you want, you will never get it, If you never ask, the answer is always no. If you never step forward, you will always be in the same place.
- Do not store dreams in your eyes; they may roll down with tears. Store them in your heart, each heart beat will inspire you to fulfill them.
- The brain is a wonderful organ; it starts working the moment you get up in the morning and does not stop until you get into the office.
- The most important time to hold your temper is, when the other person has lost it.
- You need power only when you want to do something harmful, otherwise love is enough to get everything done.
- Mistakes, failures, insult, frustration and rejections are part of progress and growth. Nobody ever achieved anything worthwhile without facing these five things.
- Greatness comes from beginning something that does not end with you.
- **"The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer."**
- **We tend to forget that happiness doesn't come as a result of getting something we don't have, but rather of recognizing and appreciating what we do have.**
- **Contentment is Natural Wealth, luxury is Artificial Poverty.**
- Stop giving other people the power to control your happiness, your mind, and your life. If you don't take control of yourself and your own life, someone else is bound to try.
- Kind words can be short and easy to speak, but their echoes are truly endless.

- A working ant is better than a sleeping elephant. A small progress everyday leads us to big success.
- An everlasting relationship completely depends upon honesty & trust. Relationship only works when both the people are willing to make sacrifices.
- Education is the ability to listen to almost anything without losing your temper or your self-confidence.
- Difficulty is like a bag full of Cotton; Heavy for those who See it and Light for those who Handle it.
- Someone agreeing with you is not always your friend and someone opposing you is not always your enemy.
- Life is not a music player, to listen to your favorite songs. It is a radio; you must adjust yourself to every frequency & enjoy whatever comes in it.
- If you don't know your own worth and Value, then do not expect someone else to calculate it for you.
- We tend to forget that... Happiness doesn't come, as a result of getting something we don't have, but it rather comes by recognizing or appreciating all that we have.

The deepest hunger in life is a secret that is revealed only when a person is willing to unlock a hidden part of the self.

Finding the hidden dimensions in your self is the only way to fulfill your deepest hunger. Your purpose in life is to help creation to expand and grow.

- Each moment in a day has its own value, morning brings hope, afternoon brings faith, evening brings love, and night brings rest.
- When "I" is replaced by "we" even "illness" becomes "Wellness"
- There are no real FAILURES in LIFE, only RESULTS. There are no TRAGEDIES or MISTAKES, only LESSONS and there are no REAL PROBLEMS, only OPPORTUNITIES.
- After every storm the sun will shine; for every problem there is a solution, and the soul's indefeasible duty is to be of good cheer.
- Smile to solve the problems and silence to avoid the problems.

- The most important thing in communication is to hear what is not being said.

**HOW TO IMPROVE OUR INTELECT: Can intelligence be improved upon? This is a concept that has been debated for centuries.**

**TREAT LIFE AS A PROJECT: The basic stages are Birth, Growth, Education, Career, Marriage, Children & Old age, while passing different stages, the potential is left unrealised. One has to internalize a habit, learn a new skill, experiment and the growth will be atleast three times faster. Either individually or by group, pick it up, what interests you or work seriously.**

**2. MENTAL LIBRARY: Read non-fiction books such as Chemistry, Philosophy, Accounting, Business, investing and improve your knowledge. This will improve your confidence level.**

**3. CHANGE THINKING: You have to challenge yourself, don't wait for external circumstances to challenge. By this you will raise your own bar, instead of the benchmark set by people around you. You need not impress others, instead impress yourself and overtime it will boost your knowledge.**

**EXPERIMENT: One has to plan, prepare and use right skill, be mentally prepared**

**SPEND TIME WITH SMART PEOPLE: Our subconscious is shaped by our surrounding, whether we admit or not. Be communicative and provide value and upgrade yourself. You have to choose perfect associations.**