

మనీషి MANEESHI

A Bouquet of Reminiscences
on
Shri N. J. Yasaswy



మనీషి
Maneeshi

A Bouquet of Reminiscences on
Nandury Jyotirlakshmi Yasaswy
(1950-2011)

Friends of NJY
Hyderabad

Maneeshi, *A Bouquet of Reminiscences on*
Nandury Jyotirlakshmi Yasaswy (1950-2011)

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about this book.....

This volume is a modest effort to record the reminiscences of a few friends, family members, and colleagues on their association with the late N. J. Yasaswy, the visionary founder of the Icfaï group of educational institutions and a great human being.

Yasaswy was indubitably a versatile genius and a man of many parts. A volume of this size and nature cannot, and is not intended to, provide either a panorama of his many accomplishments or even a reasonably adequate bird's eye view of his wonderful qualities of head and heart.

It would perhaps take several volumes—and an enormous bank of skills—to offer a comprehensive and integrated assessment of NJY's multifaceted personality and several more to cover his contribution and achievements.

This volume does no more than provide a few subjective glimpses of NJY, the human being. As it was quite impossible not to admire the man's vision, brilliance and versatility after any reasonable length of association with him, it is no coincidence that most of the contributors are his admirers as well. The contributions have been arranged in the categories of family members, school and college friends, later day friends and associates and members of the Icfaï family. In each category contributions have been arranged in the order of the receipt. Contributions in Telugu have been organised into a separate section.

It should be placed on record that this volume became possible because of the wholehearted support of NJY's family members, many childhood friends and later associates and admirers, both in India and abroad, patiently and painstakingly coordinated by Mr. Brihaspathi Vavilala, a life-long friend, pupil and admirer of NJY. To all these ladies and gentlemen, a big and warm 'Thank you!'

A copy of this bouquet of reminiscences is being sent to all the contributors, with the hope that its perusal would offer them the solace of a virtual — though patently inadequate — Memorial meeting for a very very dear, departed friend. As to the errors and inadequacies of the book, we seek the indulgence of the readers and writers, because this book is not a professional effort but a labour of love.

— Friends of NJY



N. J. Yasaswy (1950-2011)

Nandury Jyothirlakshmi Ysaswy

A Biographical Profile

- | | |
|---------|--|
| 1950 | Born on 9th February, at Tenali in Guntur District of Andhra Pradesh, the only child of Shri Nandury Venkateswara Rao, a teacher and Smt. Seetharamamma. |
| 1959-65 | High School education at Majeti Guravaiah High School, Guntur. |
| 1965-69 | College education at the Hindu College, Guntur. |
| 1969 | Graduated in commerce, from Andhra University, with a University first rank. |
| 1970 | Completed ICWA (Inter), with an All India First rank. |
| 1971 | Completed CA (Inter), with an All India First rank. |
| 1972 | Completed ICWA (Final), with an All India First rank |
| 1972 | Received the Basu Foundation Best Student of the year Award from the Institute of Cost and Works Accountants of India. |
| 1973 | Received the Basu Foundation Best Student of the year Award from the Institute of Chartered Accountants of India. |
| 1973 | Got married to Sobha Rani Copparapu, on 5th December. |
| 1973 | Joined ITC Ltd. as a Finance Executive in the ILTD Division, and worked with them till 1975. |
| 1977 | Birth of the first child, Tejaswy. |
| 1978-80 | Served on the Board of Studies of Nagarjuna University, Guntur, as Member, its youngest ever. |
| 1979 | Birth of the second child, Vennela. |
| 1981 | Set up a consultancy firm, Ysaswy Management Associates (P) Ltd., in Hyderabad. |
| 1985-88 | Functioned as the Chairman of the Andhra Pradesh State Trading Corporation, Hyderabad, an undertaking of the Government of Andhra Pradesh. |

1986-88	Functioned as the Vice Chairman, Public Enterprises Management Board, Government of Andhra Pradesh.
1986-88	Visiting Faculty, Indian Institute of Management, Ahmedabad.
1988	Appointed Member of the Committee on Accounting Standards, set up by the Securities Exchange Board of India.
1985	Founded the Institute of Chartered Financial Analysts of India (Icfai), Hyderabad, along with Prof. Besant C Raj and other eminent academicians and consultants, to offer high quality management education.
1985-2011	Functioned as Member, Board of Governors of Icfai, during a period in which Icfai recorded spectacular growth in terms of number of students trained and in terms of cash flows and blossomed into one of the best rated management education institutions in the country, with eleven deemed universities in different parts of India under its control.
2011	Passed away in Hyderabad, after a brief illness, on 8th October.

Shri Ysaswy was a prolific writer. His books include best-sellers, such as:

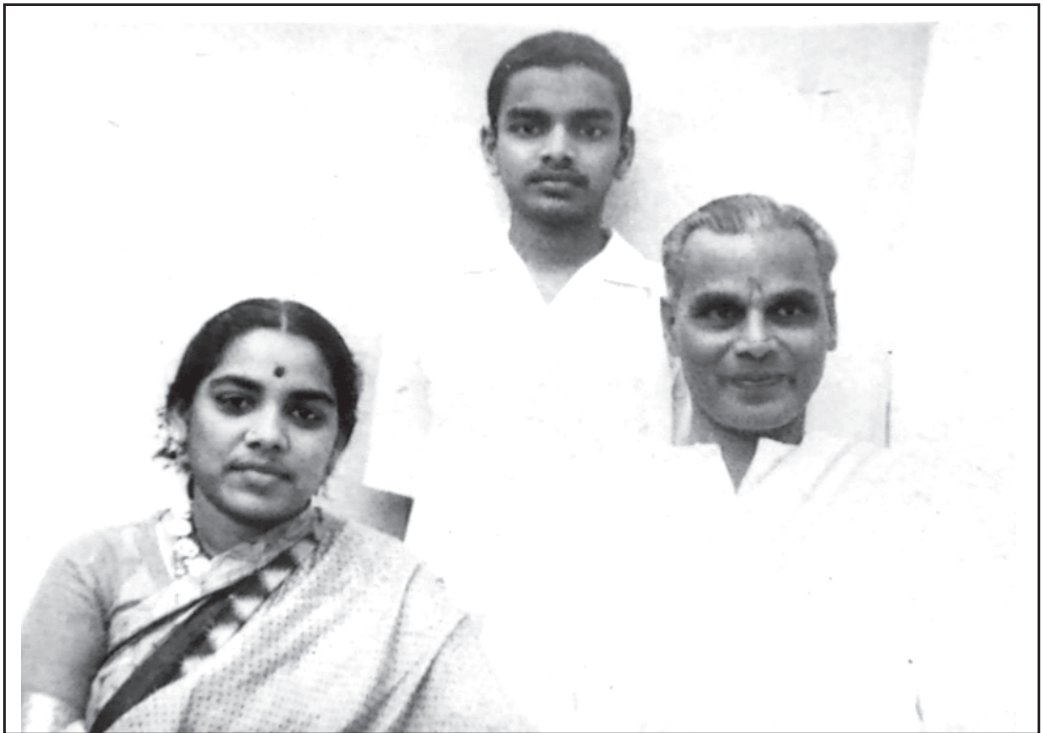
- *Personal Investment and Tax Planning year book*, which ran into 20 editions, during the years 1990-2011.
- *Finance and Profits, A guide for Non-financial Managers*, which ran into four editions during the years 1991-2009.
- *Growth Stocks*, 1991.
- *Emerging Blue Chips*, 1992.
- *Turnaround Stocks*, 1993.
- *Intelligent Stock-Market Investing*, 1994 with a further four editions during 2000-2011.
- *PSU Stocks* - 1994.

NJY in Photographs

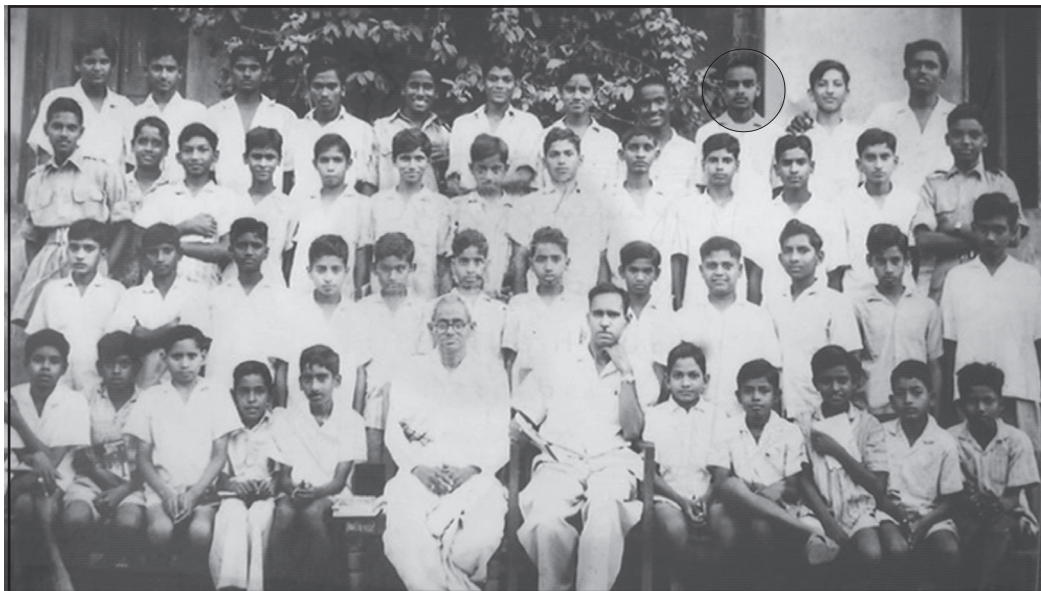


The Contemplative Child (c. 1955)

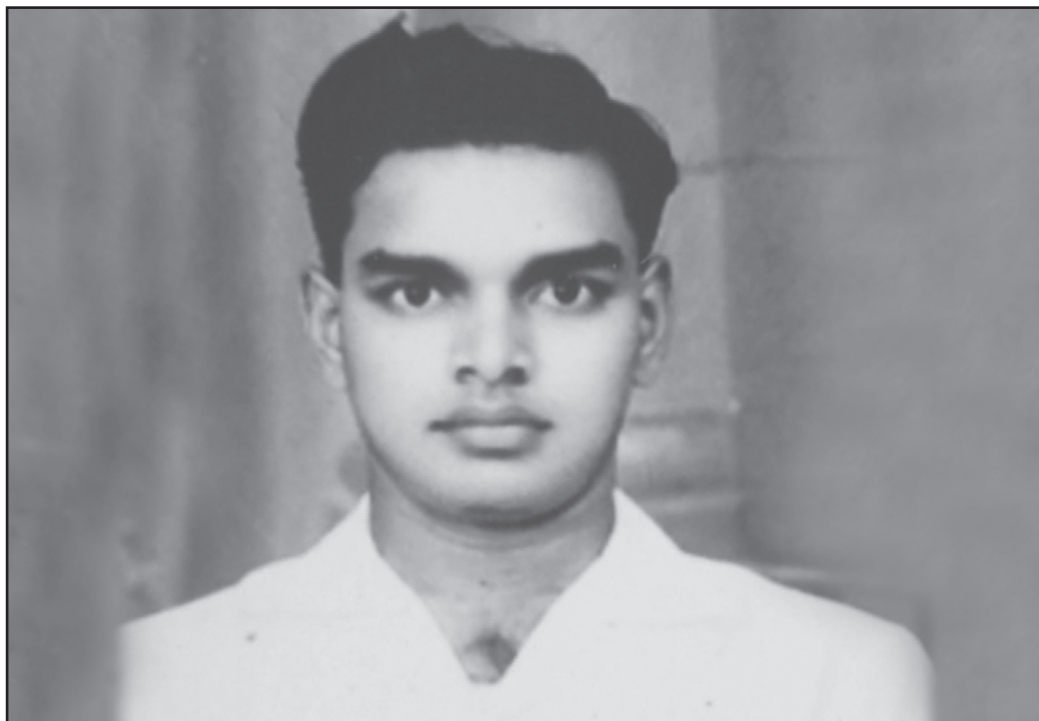
‘... promises to keep And miles to go’



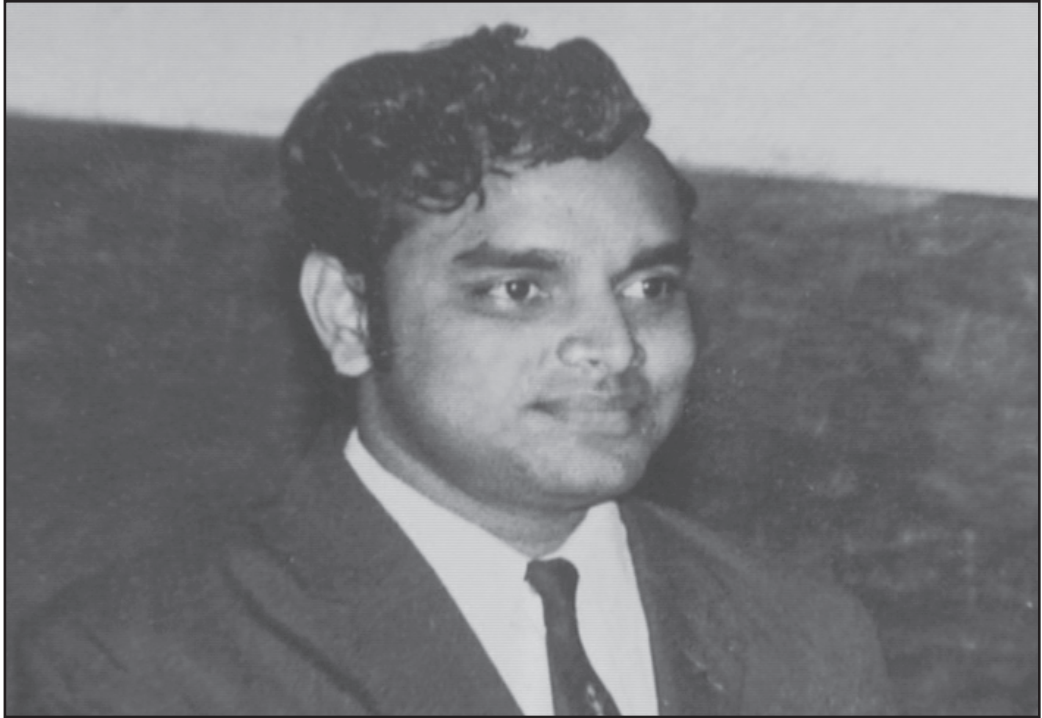
NJY with his parents, Shri Nandury Venkateswara Rao garu
and Smt. Seetharamamma garu (c. 1964)



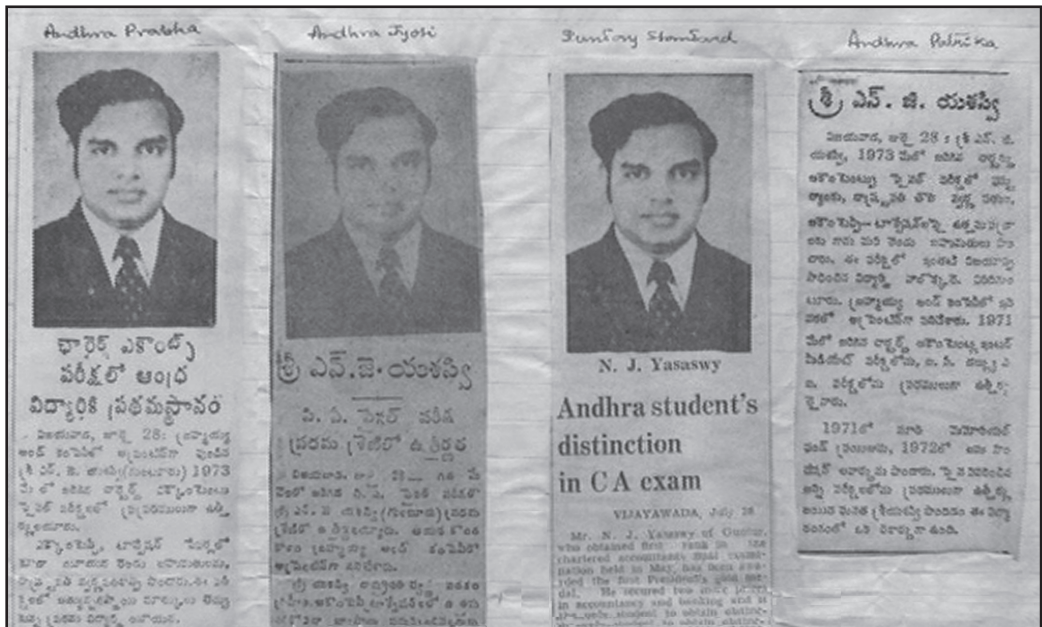
NJY in a group photo of the students of Class IX in M.G. High School, Guntur (1963)



NJY as a student of Hindu college, Guntur (c. 1967)



Yasaswy as a CA Student (c. 1972)



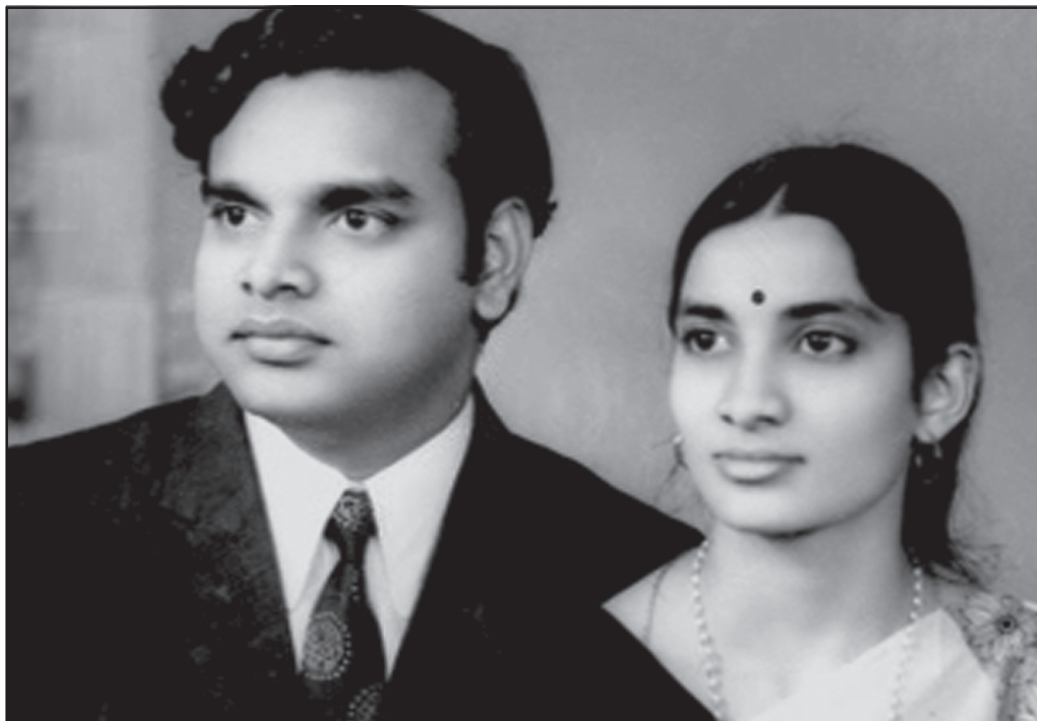
Newspaper clippings covering reports of Yasaswy's outstanding performance in C.A. Exams (1973)



NJY (extreme right) as a college student at the end of a debating event, with the cup and trophy that he had just won (1968)



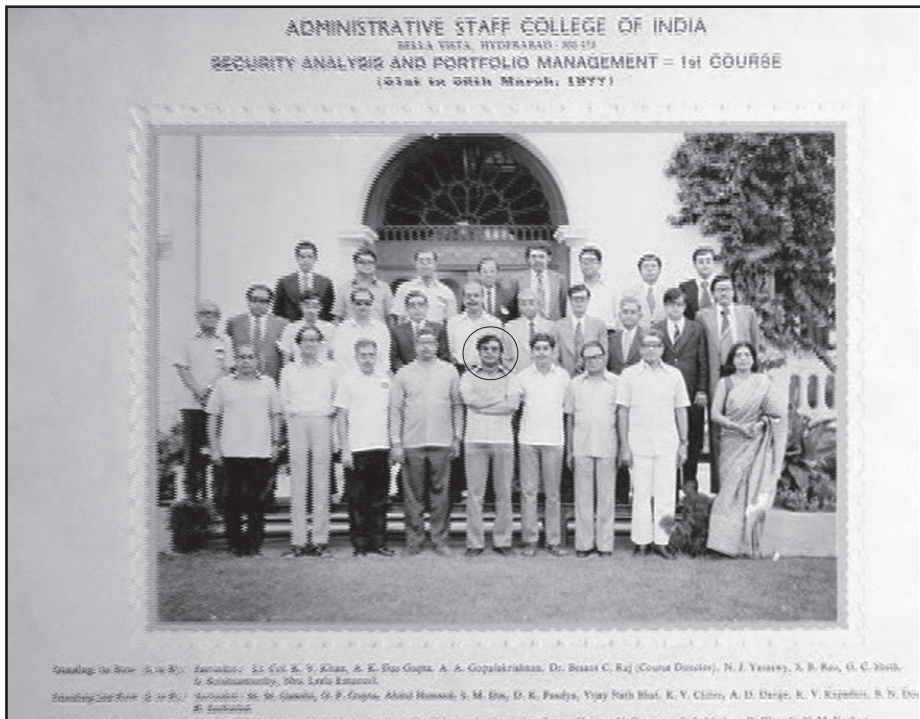
NJY, the much admired young genius, receiving yet another prize (1973)



NJY with his wife Smt. Sobha Rani (c. 1973)



NJY with his mother, wife and infant son (c. 1978)



NJY and senior faculty members of ASCI, with a group of security analysts and portfolio managers (c. 1977)



NJY and senior faculty members of ASCI, Hyderabad with participants of an Executive Development Programme co-ordinated by him at ASCI, Hyderabad (c. 1977)



20 year-old NJY addressing the All India Chartered Accountants Students' seminar in 1971



Leading from the Front: NJY with his Yasaswy Management Associates' Team (c.1978)



NJY in a family photograph. Also seen in the photo are Yasaswy's wife, children and parents-in-law and brothers-in-law (c. 1984)



NJY, the proud father, with his son Tejaswy Nandury (c. 1994)

A Mother Reminisces

Seetharamamma Nandury

My dear friends and children,

I am the mother of the late NJY. On this occasion, I want to share some of my reminiscences of my dear son.

Even at a tender age, Ysaswy showed extraordinary ability to grasp things quickly and communicate them clearly. Once, when he was barely six months old, a family friend came to visit us and knocked at the door. She was a widow who used to cover her shaven head with a part of her white dress. Ysaswy's father asked him to go and see who the visitor was. Ysaswy saw the visitor, came back, and as he was too young to speak, indicated to us who the visitor was, by pulling *his* white dress over his head. He not only knew who the visitor was, but communicated it to us even without the use of words.

I recall another incident that happened about a month later. His father and I were discussing something in an inner room of the house, when, unnoticed by us, a visitor came and walked up to our terrace through an outside stair case.

Seven month old Ysaswy came to us and reported this with just the gesture of passing three fingers over his forehead, to indicate that one of his father's students with a three-stripe Vaishnava Symbol on his forehead, had come to visit us and walked up to the terrace to check something.

Even as a child he was fond of gardening. I allowed him to play in our small kitchen garden. One evening he told me he would prepare a clay idol of lord Ganesha. He tried his best, but could not shape the clay into the desired form. It was a 'defeat' for him. He did not like being defeated in his purpose. He told me that he actually prepared a clay 'Shiva linga' image (which needed no complicated shaping) for his father's worship.

We used to have an antique brass toiletries box in our house. Ysaswy used to play with it, using it as a toy medical chest. He used to put some biscuits and cookies in it in lieu of medicines. One afternoon, I told him, 'Babu, I am tired and I want to sleep for sometime. Please



Smt. Nandury Seetharamamma garu is Shri Yasaswy's mother. Apart from discharging her household responsibilities, she engaged herself in various social service activities all through her life.

don't open the doors and stay quiet.' He agreed and asked me to pull a chair near the window. As I tried to sleep, he sat quietly on the chair by the window, and started playing the role of a doctor, administering 'medicines' from his toy chest to his friends across the window and telling them 'Watch your diet till your fever passes.... Don't eat rice and pulses.... Take liquid food...' That was his way of occupying himself, without defying my instructions or disturbing me while I rested. Even as a child, he always behaved with a sense of responsibility.

When he was about six years old, he started a small library of his own, with all the children's magazines (Chandamama, Balamitra etc.) that we used to buy for him. He used to keep a register, recording all his books like an expert librarian.

He used to have a large selection of rubber and plastic balls to play with. Many neighborhood children, older than him, used to come and play with him. Some times the older children used to play in the verandah, amongst themselves using his collection of balls, without letting him join in. He used to get exasperated by this, and on such occasions he used to quietly gather all the balls back, and come inside the house closing the door behind him. This was his way of teaching them a lesson. He did not like cheating even at play.

He had his elementary education for five years in a small government school, and after that got admitted to the sixth class in 'high school'. From the very first term in high school, he got all the first ranks and stood first in every class.

In the pre-university course in the first year of his college education he suffered long bouts of fever and other illnesses and could not attend the classes for very long periods. Nevertheless, he secured the First Rank in the year end examinations. After that he graduated in commerce with a 'University First' rank. In ICWA and CA exams he stood all India first.

He had a tremendous and natural sense of humor and was known for his pranks on other children. Once he told some very young girls in our neighborhood, 'Today, Amma will take to you to a marriage function so go and get dressed up for the occasion'. The poor girls were taken in and got ready for the occasion in their smartest dresses. Then he told them the marriage is in London! The entire party laughed.

Once when he was in college, he was stopped by a traffic cop, for double riding with his friend on a bi-cycle without lights. The cop wanted to book a case and asked him for his name. 'My name is Banerjee and my friend's name is Mukherjee', he replied with a straight face. 'Mr. Banerjee' and 'Mr. Mukherjee' had to attend a court 'trial' the next day, and were fined Rs. 2 by the presiding magistrate (who was a co-tenant with us in the same building!).

When he was 13, I told him: 'You should never try to tease or mock or insult girls. Treat them as your own sisters'. He grew up with that attitude.

After completing his studies, he joined ITC Ltd., as a finance executive and after a couple of years with them, he joined the Administrative Staff College of India, Hyderabad as a faculty member. Four years after that he went to a prestigious university in US to pursue a doctoral programme. But he returned to Guntur in just 24 days. He setup a consultancy outfit of his own and, after a few years of consulting, went on to start Industrial ventures of his own. He faced the bitter experience of being let down and sometimes downright cheated, by his own trusted friends. He braved the setbacks and overcame them like a Hercules, without any sense of panic or depression.

Then he started Icfai Business School, with a lot of foresight, hard work and meticulous planning. It grew like a banyan tree and spread its branches in 11 states. The IBS stands at No. 10, in the list of the best business schools in India. The credit for that should go to NJY. He nurtured it like his own child.

My Father

Tejaswy Nandury

On a balmy November evening in Hyderabad in 1984, when I was seven years old, I had a big question for my father. I had recently learned that the population of the world was several billion people. While I did not really understand the magnitude of that number, it seemed very large. So during dinner, which he always insisted that we have as a family, I asked “If there are so many people in the world how can there be a God that controls all of us?” It was a tough question to answer and his answer could have been dogmatic or dismissive. Instead, he replied with a question for me. “Do you not think it is possible?” I replied that I thought that my teachers had a difficult time controlling twenty kids in a classroom so I was finding it difficult to imagine that someone could control all the people in the world. He could have reprimanded me for this blasphemous thought. Instead, he said he could not disagree with me that it would have been a very difficult task to control billions of people.

Another time, when I was eight, he said something that I thought was blasphemous. We had

just learned in school about drugs. When I told him about this he said to me, “Well, drugs may be very bad for you but they should be legalized.” I was completely shocked. “How can you say they should be legalized? They do bad things to you, the government should ban them and make sure nobody can get them.” He then proceeded to have a very nuanced discussion about bans, their ineffectiveness and the total cost to society of banning drugs. His argument was that banning drugs increased crime but did not really decrease availability to addicts. Instead, he argued that drugs should be available legally, taxed heavily and those taxes should be used to educate people about the dangers of using narcotics. He had just introduced an eight year old to several complex moral, ethical, economic and practical issues surrounding a highly controversial subject. I promptly took this point of view to school and scandalized my teachers.

When we were learning about the independence movement, he threw me another curveball. “We shouldn’t have gotten independence from



Tejaswy Nandury, the only son of NJY, is a graduate from Stanford University with an Economics major.

the British,” he asserted. I was shocked. “We should have reverse colonized them,” he said. His argument was that if we were British subjects, we would have free access to the United Kingdom and since India had so many people, we should have just all immigrated to the British Isles and become the majority over there and thus taken over the British Empire rather than asking them to leave us.

A lot of the time, I could not tell whether he was being serious or not. He always had a twinkle in his eye and always turned conventional notions on their head. Even when I challenged his thoughts aggressively he would take my young point of view seriously and debate them with me. He was secure enough in himself to allow me to win arguments with him on the rare occasions that my points trumped his. The most interesting aspect of these debates was that after I was fully convinced about his point of view, he would turn the tables on me and adopt the opposite stance.

These debates gave me a parallel education. My father used them to demonstrate that I could never accept anything at face value. He made me question everything and see that it held up to reason before I accepted it. But my education did not stop at debates. He was a voracious reader and he tried to introduce me to the pleasure of reading. Even before I was ten, he got me to read books that were meant for much older people. In the eighties, when India was a confirmed socialist country and I was a pre-teen, he started a debate about capitalism versus socialism. I barely understood what they were. He gave

me a copy of George Orwell's *Animal Farm*, an allegory in which a revolution puts animals in charge of their own farm. After I had finished reading it he had several debates with me about the book itself. He was quite convinced that socialism was a bad model and that it would eventually create a society in which, as George Orwell put it so beautifully, "Some pigs are more equal than others."

After *Animal Farm*, my father ignited enough curiosity in me to read a highly diverse collection of books. Before I was ten, he got me to read Mahatma Gandhi's autobiography, several Shakespeare plays, 1984, my grandfather's treatise on the Bhagavad Gita. I was doing all this alongside regular schoolwork, other things I read for fun, like comic books and all the other things I did as a regular kid.

As I grew older our debates moved from the intellectual to the practical. He wanted to help guide my career choices. So the books he got me to read became biographies of various famous people. These ranged from John Sculley's memoir of his journey from Pepsi to Apple, Thomas Watson Jr.'s autobiography to Nelson Mandela's autobiography. By introducing me to these people's lives he was trying to help me

pick a path. When we talked about these people he usually pointed out that all of them had the courage to follow their convictions which were arrived at through a great deal of thought and debate. While he intended these to be gentle guides, he never pushed his views on me, even when I wanted to do things that he might have disagreed with. In retrospect, I think he was teaching me how to make decisions.

By the time I had left home for college, my father had ensured that he had given me a deep seated curiosity, the willingness to challenge conventional wisdom and a very healthy risk appetite. These were all core values that he himself had. He was one of the most intellectually curious persons I have ever met. His appetite for knowledge was insatiable. His own life was a testament to challenging conventional wisdom. He made his own rules and charted his own course, never treading the beaten path. The defining trait of his life was his risk appetite. Most people of his background would not have lived their life like he did, took the risks that he did, dreamed as big as he did or even achieved a fraction of what he did. I am very lucky to have had him as my father. His death has created a profound absence in my life which will take a very long time to fill.

Yasaswy: ‘Knowledge with Wisdom’

V B Pati

The epic Mahabharata says:

*Asta Gunah Purusham Deepayanti
Prajna cha Koulyam cha Damaha Srutam cha,
Parakramas cha abahubhashita cha,
Danam yadha sakti cha, Kritagnata cha*

Intelligence and cleverness, great lineage, control of the senses, scientific pursuit, fearlessness, measured speech, philanthropy and gratitude are the qualities that differentiate a great man. No one can come close to the above definition of a maha purusha as my dearest friend Yasaswy.

My association with N.J. Yasaswy and his family goes back to MG High school in Guntur, India. Our initial acquaintance has now prospered into over fifty years of strong friendship until his unfortunate death in 2011.

Child Prodigy

From his childhood, Yasaswy exhibited absolute brilliance and charisma. Along with discipline and leadership, this rare combination of qualities made him a truly remarkable youth. While his monk-like discipline was inculcated

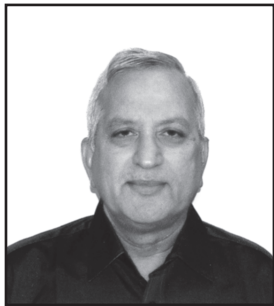
by his parents, NJY’s leadership qualities came naturally.

I was privileged to know his parents as well. Yasaswy’s father was every inch a teacher, philosopher and scholar in the class of Dr. Sarvepalli Radhakrishnan and is the one who had instilled in him the creed of simple living and high thinking. Meanwhile, his mother was and remains the personification of patience and tolerance.

Unlike most brash young men, NJY was the only teen in our school that kept an uncharacteristically calm and composed countenance even in the face of the provocation or an insinuating remark. Initially acquired from his father, Yasaswy elevated this talent almost to an art form. In fact, even when he was an adult, those of us closest to him could rarely gauge his emotions.

College Days

My friendship with Yasaswy continued into college, as we both spent four more years in Hindu College. It was at this time that our child-



*Brihaspati Vavilala,
a management graduate from XLRI,
Jamshedpur, is now an ERP consultant,
based in Columbus, Ohio, USA.*

hood friendship deepened to become a much deeper bond. We used to travel outside of Guntur, an exciting prospect at the time for us, for intercollegiate debate competitions along with other members like Rajgopal Vittal, M Dattatreya etc. Yasaswy was our debating team's reliable trump card as he could speak in Telugu, Hindi or English with equal ease and felicity on demand. Needless to say, our secret weapon won us many a trophy.

It is during these college years that NJY instituted a small informal gossip club of some close friends called the PST club. PST stood for Post Supper Talks. The only activity of these club members was to gather after dinner in front of Yasaswy's house on the Fourth Lane in Brodiepet, Guntur and debate all the topics under the sun including the Sun. This PST is the forum where NJY would introduce to other members topics and issues that are usually beyond their comprehension and sometimes outside of their interest. NJY would take immense pleasure in explaining why a particular issue is important for national interest. Yasaswy used to eventually generate such intense interest with his insightful questions and debate, that most of us were reluctant to leave even into wee hours of the day. There were times when we only took notice of the time when someone in the PST club noticed the early morning milk van.

Needless to say, as our group grew older, the PST club disintegrated, but I can say with great fondness that Yasaswy and I continued this institution until 2011 as Pre -Supper Talks while walking in Hyderabad's KBR Park.

Professional Education

Despite the lure of more glamorous places and greater acquaintances, Yasaswy, true to character, chose to stay close to home during his apprenticeship for CA and ICWA studies, much to the joy of his parents and friends like me. We continued our PST talks.

I still recall that nerve-wracking day when we went to the Indian Express office at Vijayawada and eagerly awaited the CA final examination results to be printed on the teleprinter. After much anticipation, we finally saw the first name printed in the list – NJY. I couldn't believe it but instead of jumping with joy or celebrating with excitement, my friend's expression was one of utmost tranquility – an expression I can never forget. As if he had simply crossed a box off his checklist, Yasaswy did not even acknowledge his incredible achievement and started talking about all the things he wanted to accomplish in his life. I am sure even today his record of being the topper in CA and ICWA examinations in the intermediate and final examinations is yet to be broken.

All the top headhunters of yesteryears including Mr. Francis Menzis the HR head at Tata Consultancy Services were very keen to hire him, though NJY decided initially to experiment with ILTD (Indian Leaf Tobacco Development), Guntur and decided to settle in ASCI (Administrative Staff College of India), Hyderabad. At ASCI, Yasaswy interacted with the cream of Indian Corporate executives. It was at this time that he started noticing the plethora of opportunities in India. NJY started dreaming big and planned to start his own venture.

Book Reading

I inherited the general habit of reading from my father, a scholar and a writer but it is Yasaswy who helped me nurture this interest into a lifelong passion by encouraging me to read the works of great authors on topics as diverse as religion, religious history, literature, management, finance, biographies etc. In fact, when I started at business school in XLRI, I realized I had already read all the great management books of the time thanks to NJY. It is fitting then of our friendship and of his persona that the final email I ever received from Yasaswy was a long list of authors to read including Paul Cares and Karen Armstrong.

Aborted Mission

NJY resigned from ASCI and packed lock stock and barrel to Evanston, Illinois USA to pursue his PhD in Finance at Northwestern University. After he reached the USA I was expecting a safe arrival letter. But the letter I received announced his return to India after two weeks of attending classes. The reason – he had realized that four or five years of Doctorate Program were a waste of time. He felt there were many great things one can do without a doctorate degree.

Entrepreneurship

Under the banner of Yasaswy Management Associates, Yasaswy unfolded his brilliance and helped many entrepreneurs like Mr. K. V. K. Raju of the Nagarjuna Group, Mr. B. V. Raju of Rasi Group, Mr. Nrupendra Rao of Pennar Group etc. to build and grow their ventures. One

skill Yasaswy has developed after his CA without any formal education or apprenticeship is marketing. It is this extraordinary marketing skill, very unusual for his background, that helped Yasaswy launch his own management consultancy firm. He is exceptional in packaging professional services, training or educational programs and communicating the value proposition to the client.

Among all his professional experiences and accomplishments, Yasaswy's heart and soul were most heavily invested in Icfai. There are several incidents I could retell but here is one that displays NJY's sheer fearlessness.

In 1990's, the personnel manager of one of the manufacturing plants under NJY Group was kidnapped by an extremist group in AP. Next day morning the kidnappers sent a ransom letter written in red ink and shabby paper to the management threatening to kill the manager unless their long list of demands were met. This kind of crisis is absolutely taxing on any entrepreneur especially the budding one. As a part of the senior management team I was a witness to this hour-by-hour drama. I still clearly remember how NJY digested all pieces of the puzzle and assimilated various pieces of advice from different advisors. Finally he handled this corporate kidnap drama calmly and astutely, ensuring the safe return of the manager to the joy of his family members and colleagues.

World Class Institution

NJY has poured all his resources, determination and soul into Icfai in his drive to realize the concept of "Knowledge with Wisdom". I experienced first hand the passion with which he single handedly worked to lay the foundation for a world class University. He once told me that he was even willing to go to jail if necessary on matters of principle if that would help Icfai's cause. If there is a history of Innovative entrepreneurs in Hyderabad in the last 40 years NJY's name will certainly be in the top five.

To Conclude

With some anecdotes and memories, I hope I have given you a glimpse into the diversity and extraordinary nature of Yasaswy's life, talents and our friendship. I can never tire of recollecting our association and can go on talking about Yasaswy. But I will now conclude with some of NJY's sayings on entrepreneurship that I can recollect offhand:

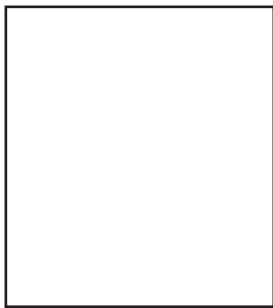
- Corporate Profit is like God; it depends on how we define it
- New technology is not for first generation entrepreneurs
- Entrepreneurs make mistakes only when they have too much cash
- As a first generation entrepreneur, do not incur capital expenditure until a project is totally funded

Guru! I know you are on a complex project permanently working for God in heaven. However I miss you like hell.

Memories

Kotamraju Hanumantha Rao

1. Ysaswy is a role model to many, deservedly so.
2. When we were in 6th standard, i.e. entry point to high school, there were elections in our class i.e. “6th B” to elect a class leader. Without any doubt, Ysaswy was the unanimous choice, considering his intelligence, leadership qualities and popularity.
3. He had a very good command over languages, particularly Telugu and English. This came to light as early as in the 7th standard (when he has barely about 12 years of age). He translated an English biography of Abraham Lincoln into Telugu and used to read the translation to the rest of the class chapter-by-chapter each week (during ‘craft’ class).
4. When we were in high school, our English teacher (Ramalingayya garu) helped us organize a class magazine (*Vani*). Ysaswy was the editor and I, the subeditor. Ysaswy did a creative job!
5. In 8th standard, we had a maths teacher (Mulupuri garu) whose method of teaching was unusual. He never used to teach in the normal way. Students had to solve the problems, one by one, chapter after chapter, competing among themselves, each one trying to do the sums faster than others. We all had good fun.
6. Ysaswy was very good in all subjects, particularly Maths. We all thought he would go for Engineering. But, probably, as it was destined that he was to become an expert on Finance, he told us that he would go for CA and not for Engineering. Accordingly, he took Maths & Accounts group in 12th standard and pursued CA.
7. I have come across two kinds of students: those who are intelligent but not very hard working and those who are very hard working but not so intelligent. And then there was Ysaswy, who was extremely intelligent and very hardworking. In fact, he was highly disciplined and innovative. Academically, he was very brilliant - standing state second in SSLC, university first in BCom and all-India first in CA & ICWA.
8. Ysaswy was a good orator. In college he used to participate in several debating competitions in different colleges. He used to



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take part in English debates and elocution competitions while his best friend Brihaspati used to compete in Telugu language. This oratorical skill fully blossomed when years later Ysaswy gave speeches on union budget in Bombay year after year. It used to be a well advertised and well attended program.

9. One fine morning, while I was in IIT Madras and Ysaswy was 17 years old, I received a letter from Ysaswy. Pure geometry contains theorems developed and proved by great mathematicians of the past. Ysaswy developed and proved one such theorem which was unheard of anywhere in the world. He called it segment of a Triangle - it was a remarkable innovation.
10. In 12th standard (PUC), he wrote a poem in Latin language, which was appreciated by our English teacher (PRK). This trait of original writing continued. After completing his CA, he used to write weekly articles on FAMILY AND FINANCE in the popular news paper, *The Hindu*. These were very easy to understand, helpful to all the people and very popular. Later, under the title LAKSHMI KATAKSHAM, he wrote a number of weekly articles on finance, stock market etc. for a popular Telugu magazine. He is also the author of a several books on stock market investment.
11. Ysaswy had good organizational skills - as a kid, he used to organise a pooja in his house (probably Srirama Navami) every year and would involve a lot of classmates and friends.
12. Ysaswy was a dapper boy since his childhood. I remember the silk bush shirts mostly plain blue coloured ones that he used to wear when he was 10-12 years old.

A Friend Indeed

K V Ravula

‘A friend in need is a friend indeed’ is a well-known saying. I have had the privilege of experiencing the truth behind this statement in real life in the course of my long friendship with the late N J Yasaswy, right from school days.

I joined the Majety Guravaiah High School in Guntur in the 6th class (those days called the 1st form) in June-July 1959. That was when I was first acquainted with the academic brilliance and analytical strengths of NJY. Over the following six years in school a close personal intimacy developed between me and Yasaswy, rooted in a deep mutual understanding and trust.

Our friendship really started with sharing the pleasure of reading ‘Chandamama’ the popular monthly Telugu magazine for children. I used to buy it every month (it used to cost some fifty paise those days), and almost straight away go to NJY’s house with it, to read it in his company.

We completed high school studies in 1965. My brilliant friend secured the first rank among

some 250 students of the high school in the school leaving examinations. He ranked second at the state level.

When we moved to college studies, I opted for graduation in science subjects, while NJY chose the commerce stream. His career choice was based on his eagerness to improve the living standards of the poverty stricken millions, by learning to use the scarce resource of capital effectively.

Nevertheless, we continued to have a regular exchange of views during our evening meetings at a specified location in the town (for a while it was the railway locomotive shunting station, on other occasions it was a public park). NJY’s arguments were always marked by wit and wisdom. He was a great debater and was passionately compassionate.

He had a marvelous capacity for planning and organizing that stood him in good stead, later in life in terms of achieving goals.

With Vavilala Brihaspati, we formed a trio, that hung together, despite all the vicissitudes

of our respective individual lives. We had great times together and we had our occasional friendly splits as well. We had marked differences in academic achievements, in family backgrounds and financial situations. But nothing came in the way of our close friendship, that lasted a full five decades. The bond remained strong because of the respect that each of us had for the other's point of view and individuality.

I, with Pati, always admired NJY not just for his academic excellence, but also for his positive approach to problem solving and for his determination to achieve goals set for himself and, above all, for his touching gestures and efforts that kept our wonderful friendship going, till we were forcibly parted by a cruel destiny.



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Remembering a Dear Friend

R Vittal

Overcoming the overwhelming sadness associated with paying tribute to my dear friend the late Nandury Jyothiralakshmi Yasaswy, I wish to share some of our experiences over the years.

He had many outstanding qualities which I guess have already been mentioned, like the scintillating record of being the Gold Medalist in every exam he wrote right from a Bachelors Degree in Commerce to Chartered and Cost Accounting Intermediate and Final examinations. He was the recipient of the Basu Foundation Award given for the first between the two first place holders of the year ! Oh God can the air get more rarefied !

When in his teens, his retort to ordinary folks who played down intellectual achievements was “a gold medal may be a myth but the brain behind it is a reality” a statement which has resonated with me whenever nepotism and influence peddling have been given preference over merit.

He had a rare quality to inspire many ordinary students to have a vision and work towards the same.

In one specific case, a fairly uninterested student took up a professional course and went on to complete the same and do well thereafter.

He was an outstanding debater at the inter-collegiate level in English, Telugu, Hindi and Sanskrit while two or three of us used to speak in either English or Telugu. His mischievous sense of humour was on display when the small cups given at these inter-collegiate resembled the turmeric holders used in pujas and so he used to call them “gandam containers”.

On another occasion, we friends along with Yasaswy went on a picnic to the Chirala Beach, in coastal Andhra. We carried with us a couple of ripe mouth watering Banganapalli mangoes for all of us. As we returned to the guest house, we found to our shock that Yasaswy had bitten a little off each mango to deny the other members of the group any mango. He wanted to create a crisis and then in his own sweet way manage the situation which he did by appealing to our sympathies and good sense. When the three of us (Yasawy, Brihaspati and myself) met and spent time together in May 2011 after many years,

he did ask me if I remembered any exciting incident going back over the years.

I mentioned the above and he was absolutely embarrassed and then just smiled away in his inimitable style.

On a more serious note, his entry on the big stage from a small town boy was when he went to Chennai to study for his Intermediate Chartered Accountancy exams. At the All-India Chartered Accountancy Students Conference in Chennai, he took the conference by storm as during the Questions session to the highly qualified practicing professionals, he revealed an excellent grasp of the Companies Act and showed how some of the loopholes could be set right. His knowledge of the Income-Tax Act was extremely good and he continued to offer advice to Companies and individuals besides lecturing at the Indian Institute of Management, Ahmedabad.



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His stint at the Administrative Staff College, Hyderabad served to hone his speaking and presentation skills further and was a precursor to initiating the set-up the Institute of Chartered Financial Analysts of India. He felt that the Institute would help fill a void in the field of financial expertise.

He was a visionary and could clearly see much ahead of all his friends and compatriots while being part of them all the way. This I feel was due to his intellectual endowments as also his clarity of thinking. From here flowed the courage of conviction for putting the same into action.

Unlike many young minds, he was very clear on the mix of entrepreneurial and academic

skills which the setting up of an educational institution involved. He had a flair for both the above which is uncommon. The above traits did sort of run through the maternal uncles of the family but that was in a different era and so comparisons are difficult to make beyond a point.

He had a knack of explaining complicated problems in simple language and the fact that he could explain the same in Telugu also came in handy. A former Chief Minister took a liking for Ysaswy and asked him to give lectures and explain Accounting and Financial concepts to legislators of Andhra Pradesh State.

As to his personal and family life, he was absolutely a total family man and did not socialize like many in his position would do.

I am not sure if I want to remember Ysaswy as a small town boy who made it big or as an academic genius or as a dynamic entrepreneur or as a visionary who did not need the props of a public school education and what have you.

Ysaswy was one in a million and it was an absolute privilege to know him over the years.

I think I will bid farewell by remembering him as a

Simple friend

Intellectually gifted

Helpful to the needy

Smiling as always

May his soul rest in peace!

‘He enjoyed a good argument’

M S Raghavan Ayyangar

NJY was my junior in our secondary school days (1958-1964) in MGHS-Guntur. His mother Seetaravammagaru was the school mate of my eldest sister Kamala in Tenali much earlier. She often used to seek and learn Ayyangar specialties in cooking from my mother as NJY used to enjoy that taste of food immensely. NJY used to ask for “Mangamma Gaari Vantalu” in his special moods for food. He was very fond of good food and could not bear hunger in those days.

We were neighbors and co-tenants in the same building in Brodiepet, Guntur – along with Ms. Tejovathi who was the owner and also a Telugu writer of serials in weeklies – whose first novel was “*Poorva Sandhya Pravarthathe*”. She was the B.Ed class mate of my sisters and we all used to have endless discussions and debates on every conceivable subject (political, social, economic etc) along with NJY – who always used to take the opposite view and argue. NJY enjoyed arguing for its own sake – irrespective of his beliefs.

My father (at that time a 1st Class Magistrate) once noticed NJY in his court, charged with a traffic violation, and let him off with a small fine.

Frequent interactions and occasional quarrels between me and NJY used to take place when we both used to collect drinking water at 4 AM daily (we used to live as co-tenants in adjoining houses with a common wall and backyard) from the municipal water pipe line at our back yard near the common wall. He was so fiercely and violently competitive that he will not let me get even a drop of water for my home, till he filled all his vessels and buckets. NJY used to be very scared of touching electric wires and used to seek my help in fixing fuses in his house. That is when I used to draw my pound of flesh for disrespecting my seniority in water collection in early mornings.

Much later in life, he was very helpful when I was promoting a steel forging company in 1984. We used to meet often in the lobby of

Centaur Hotel, near Santa Cruz airport during his transits through Mumbai and fondly recall the past and laugh it out. He repeatedly told me he will ask his son in Mumbai to meet me for some philosophical and spiritual learning.



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technology in Health Care.*

A Tribute to NJY

Mannava Sivakumar

There are many things in our lives for which we feel blessed and we should be grateful to the Almighty God for showering us with such blessings. Giving me a great friend like Ysaswy is one such blessing for which I always thank Lord Shiva.

When I was 9 years old, we moved from the Pattabhipuram locality to Brodipet locality in Guntur and I joined the sixth class (First Form, as it used to be called at that time) in the Majeti Guravaiah High School in Brodipet. There were five sections in each class, i.e., A to E, and I was admitted into Section A. Very soon, I learnt about a brilliant boy in Section B by name Ysaswy and that he was the son of Shri Nandury Venkateswara Rao garu, who was teaching us Mathematics in the A section. By the end of the school year in sixth class, I came to know Ysaswy well since he would outbeat all of us standing first in our own sections, to rank first in the school. And this pattern continued all through the six years until we graduated from the High School to join Hindu College.

In the fifth year in High School, we moved to a house close to where Ysaswy was living and we

became very close friends. We used to go for long walks in the evening taking up to 2 to 3 hours and I always cherished those walks because Ysaswy would talk about a number of different issues, always with the utmost clarity and brilliance. He had a sense of humor that I came to admire.

When we joined Hindu College for the Pre-University studies, I went to Science and Ysaswy preferred Commerce. Ysaswy encouraged me to take Hindi as the second language along with him, instead of Telugu, since they used to offer a scholarship for those students who opted for Hindi. Hence we used to attend the Hindi classes together and had a great time. After Pre-University, I went to Bapatla to study B.Sc (Agriculture) and Ysaswy continued his B.Com in Hindu College. But we kept in close contact all those years, especially during summer holidays. Ysaswy and I used to take the train to Vijayawada in the morning, visit Mata Kanaka Durga temple, have lunch in a nice restaurant, go to a movie in the AC theatre and then return to Guntur by the evening train. Those trips were so much full of fun and wonderful since we used to talk all the way.

After receiving my B.Sc (Ag) in 1970, I went to New Delhi to study M.Sc (Agronomy) at the Indian Agricultural Research Institute (IARI). During those days, Yasaswy came to New Delhi to receive the gold medal in the Intermediate exam of Chartered Accountancy (CA) for standing first in India and also the gold medal in the CA Finals. He stayed with me in the hostel and I felt so proud about his accomplishments.

In 1973, I went to USA for my Ph.D studies in Agricultural Climatology at Iowa State University. Yasaswy used to frequently write to me in his brilliant style and I always used to eagerly wait for his letters. I returned to India in 1977 to join ICRISAT and Yasaswy was working at the Administrative Staff College of India (ASCI). As I was still a bachelor, Yasaswy and Shobha used to invite me for lunch on almost all Sundays and we used to have a great time chatting all afternoon and going to movies in the evening. I used to marvel as to how Yasaswy was able to spare so much time for me despite his very busy schedule in ASCI. He had an Ambassador car in those days and he used to pick me up and drop me back.



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He served as Director, Climate Prediction
and Adaptation Branch of the WMO.
He has over 300 publications to his credit.*

I got married to Vanaja in 1978 and we both used to visit Yasaswy and Shobha frequently. In 1984, we moved to ICRISAT Sahelian Center in Niger in West Africa and in 1996 to the World Meteorological Organization in Geneva, Switzerland.

From 1984 to 2011, every year we used to visit Hyderabad on home leave and I used to eagerly look forward to meeting Yasaswy and spending time together. Despite his very busy schedule, Yasaswy would always receive me in

his office and would send his driver to pick me up in the evenings to go for our usual long walks in the Brahmananda Reddy Park. What I used to observe was that despite all his wonderful accomplishments, Ysaswy stayed the same simple and wonderful friend that I knew during our High School days. He would never ever talk about his achievements, but about general issues.

During our long walks, we always used to talk about the current issues in India. Ysaswy would always express a great optimism for India and its progress. If I was critical about the way an issue was being handled by the policy makers in India, Ysaswy would bring in a new perspective about the issue which would change

my critical view and would leave in me a sense of optimism about the country.

During all the occasions when our families used to get together, Ysaswy would keep us laughing all the time with his unique sense of humor and great jokes. He always had a very sharp memory of our high school days and would narrate funny incidents. I used to marvel as to how he was able to remember in detail all those incidents.

For me, it is hard to believe that Ysaswy is no longer with us. He is not with us physically, but will always be alive in our memories. He was a very unique individual who always would give and would never ask for any thing.

Friend, Philosopher and Guide

Umapati Vavilala

Associations may not last long...

But Impressions do;

Memories may be fleeting

But recollections do bring back,

Sweetness of the association and memory.

Nandury Jyothirlakshmi Yasaswy (NJY) was a man of great charm and an attraction among his classmates, juniors and seniors as well. He was venerated by equals; emulated by juniors and appreciated by teachers. To put it briefly, he was a 'friend, philosopher and guide' to us in our lives. (I wanted to avoid the cliché; but couldn't find a better expression to convey the 'true sense').

For me NJY was closer and more known as my elder brother's classmate and there were occasions when he came home with my brother. On one of such visits, he asked my father to admit me in CA course and gave his assurance of support even before it was asked for.

Our heartwarming conversations really began only when I was in my B.Com class though I had known him for quite some time before. A

friendly talk or a conversation with NJY was regarded by others as a blessing and the one who could have it would rise in the eyes of others.

The turn of a new leaf in my academic life was my joining in CA course during which time I moved very closely with NJY and enjoyed his scholarly support and association. Further on, during the course of my study NJY encouraged me to go to Madras (now Chennai) to attend CA Inter exams by staying in his room there to prepare for them. NJY was already there in Madras for his Final. I readily accepted the suggestion (I don't think any one would have had a second thought about it) and landed in his room.

In March 1972, Nani Palkhiwala, addressed a public meeting on the review of the central budget in Madras. Nani Palkhiwala's budget speeches were acclaimed to be highly analytical and scholarly. People listened to him in rapt attention. Excited by seeing Palkhiwala for the first time I wanted to have his autograph and I said the same to NJY. NJY agreed to take me to



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Palkhiwala to introduce me to him. And before that NJY took about six of the day's newspapers and read the newspaper articles and stories on the budget. Then after Palkhiwala's talk was over, both of us met him and greeted him. NJY first began his conversation with him by asking a few doubts for clarification and it gradually turned into NJY presenting his analysis on the budget. It was then Palkhiwala's turn to remain a listener to NJY appreciating his approach to budget review, which Palkhiwala later acknowledged as excellent as well as unique. He suggested that NJY might give budget speeches after finishing his CA course. Winning Nani Palkhiwala's appreciation was a wonderful achievement for young NJY; he was hardly 22 years old then!

NJY was rather selective in making friends and maintaining close relations with them. Of course, I have been one of those very few close friends. On the three day occasion of his marriage, he asked only two of his friends, one Shri Chandra Sekhara Sarma (Chartered Accountant) and me to be with him throughout. Later, at the time of his son's marriage, NJY and I were together during the entire course of it. NJY told his son that when he performs his son's marriage (NJY's grandson I mean) he should take me with him (Did he have a premonition!?).

I must take a turn now to talk about two great qualities of NJY which really impressed me.

NJY always liked to experiment with new ideas and plans in business. He detested the practice of sticking to one business and plod on

the beaten track. So, he continuously shifted from one to another. As it is true with an adventurer that he meets with success and failure as well, so did NJY. It should be understood that it was not the failure of his business acumen. Had he stuck to his guns, he should have been in the Rs. 10,000 cr. bracket long before with his businesses.

He was never 'money minded'. Had he been just money-minded, he should have done what I said in the foregoing paragraph. NJY was never after money either in business or in his relations. Selfishness is not known to that selfless soul. He could have built an empire... but had lived in and gone from a modest house.

Even I believe our governments should have used his unmatched calibre to the fullest extent for the benefit of governance. And that did not happen because NJY had no taste for politics. He came from orthodox, cultured and disciplined parents, so he never played with it.

Yasaswy, I know... you hastened your final departure leaving behind the unfinished agenda... perhaps God wanted your 'brains' for something more... it is a mystery for me... I shall not know why you have gone and I cannot bid adieu, for you are 'living' in my 'memories' as ever.

‘... Sundry Nonsense like Intelligence’

Eechampati A Srinivas

Born on 9 February 1950 Yasaswy lived a momentous life till his death on 8 October 2011. MOMENTOUS sounds similar to momentary, meaning for a short duration...so something which is of short duration is of GREATER SIGNIFICANCE than the one which lasts for a long time. Golden moments can never get repeated and always remain short spells with truly endless echoes, spellbound. We only need the heavenly ear to listen to such calls paving the way forward. It was a momentous day when India won the gold at the Olympics and in the same way, each of Yasaswy's activities on this earth were momentous, ever since he was born and such momentum rolled all through his life, every bit of it, for every second on every day and in every year. He gave breath to time, breadth to his vision, depth to his thought and deeds and life to the events that rolled by as per his dictum. His was a perennial stream of successful saga. All this was possible to this man due to his clarity in thought and purity of mind. I wish the people who stayed back get the same spirit and the same passion with which he made it all happen and have an ever alert ear to listen to his

calls from the abode of god. He built institutions, no doubt he made money too and he even became immortal as he wished and true to his name. He was indomitable but lived very unostentatious life. I have a short span of association with this giant, but when the giant in him was still in the making!

He is a man of vision, clarity of thought process and was a tireless worker to accomplish his dreams. He made men out of dust, built institutions with rare leadership acumen and I am sure the fortunate few who were chosen by him to work with him even for short durations must have benefited a lot with tons of take home wisdom. He did all this though he started his life with humble beginnings born with no silver spoon. I saw him feel happy when he received his first cheque for Rs 40/- from a reader who bought his book on “Finance for Non-Finance Executives” in 1977-78. From that day till his end he never rested. His sales grew to phenomenal figures running into crores of rupees. Only his product offers changed over years- from books and magazines to mega management degrees to students from his universities and

institutions. When he suffered financially for want of merit scholarship during his CA student days he nurtured the desire to start his own university where he can freely reward merit with handsome scholarships to deserving students. He never forgot that and did it to his mind's satisfaction.

People were willing to work for him to achieve his targets not just for money but to see for themselves how their collective efforts under his able guidance produce magical results. He ended up as facilitator and catalyst. He never took away anything and even left behind amongst us his name and fame along with his thoughts, ideas and deeds. He engineered private education at higher levels and managed building modern institutions in all corners of India and did to modern education what noble men like Adi Sankara, Ramanuja, Gowtama Buddha and Vivekananda have done for high Hindu Thought and religion. Like Zubin Mehta the famous music conductor, he played with many sides of education and enthralled all.

He encouraged students to work hard and placed before them challenging tasks prior to rewarding them with useful degrees. He once wrote to me, “Hard work is the only element that can establish a perpetual lead over spasmodic intuition and sundry non-sense like intelligence”. He further preached to ignore public opinion when he wrote to me on 30/XII/1975, “Do not think what people say of you, think what you have to say for yourself”.

This sums up the hard nut in him with a soft heart, inscrutable mind and devil's persever-



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ance to reach unimaginable heights just in one life span of 61 years. He scaled Himalayan heights by 2011 though started from the rock bottom when he quit his job in ASCI in 1981 after serving the college for over 6 years. “He

came, he saw and he conquered” aptly suits him. He is tired on earth perhaps and retired to god’s abode only to prove that earth is a place to tire and not a place to retire—true to what lord Krishna said in Bhagavad Gita.

Mr. N J YASASWY

A. Besant C. Raj

If my memory serves me right, it was in 1973, I heard about Yasaswy for the first time. I was, then the Head of the Finance Area at the Administrative Staff College of India (ASCI), Hyderabad. We were looking for a young faculty for the department. A friend of mine, from the Consultancy Division of the college, told me about a very talented young man then working as a Covenanted Officer in ITC at their Guntur office, who had stood first in India in both the C.A. and AICWA examinations. However, he cautioned that as he should be getting an attractive salary, he may not be interested in a Junior faculty position at ASCI. In spite of this, I wrote to Yasaswy about the opening at ASCI and the opportunities it offered.

To my surprise, within a week, Yasaswy came and met me at the college. When I told him to think it over carefully against the opportunities and professional growth prospects at ITC, he made it clear to me that he was looking for an academic position. So I arranged to put him before the Staff Selection Committee of ASCI at their next meeting and Yasaswy got selected.

From the time he joined the college, he made it a practice to attend the lectures of faculty members, who were popular among the corporate executives and senior government officials, who attended the various ASCI courses. One day, to my surprise, he told me that though he had stood first in CA and AICWA, he did not seem to know the many concepts and techniques, I was discussing in my sessions with participants. I then told him that while he was an expert in Accountancy, my area of specialisation was Corporate Finance. This led to several memorable dialogues between us and later we decided together that, God willing, one day we will set up an Institute that will teach Corporate Finance. This was the beginning of the Institute of Chartered Financial Analysts of India (Icfai).

I left ASCI in 1979 to set up my own Management Consultancy Company at Chennai and Yasaswy left a few years later, to start some industries at Hyderabad. During one of his visits to the U.S.A on some company business, remembering our conversation about setting up an institute to teach Corporate Finance, he went and met Mr. Alfred Morley, the then President of the



A. Besant C. Raj, the eminent management consultant is an MBA from the Indian Institute of Management, Ahmedabad and has a Doctoral degree in business administration from Harvard University. He was the Founder-Chairman of Icfai.

Institute of Chartered Financial Analysts of USA. Thereafter, after a prolonged correspondence with Mr. Morley over a long period and a final meeting with him at Hotel Taj, Mumbai attended by me, Yasaswy and Dr. Prasanna Chandra, the US CFA Institute agreed to collaborate with us, under a five year agreement.

After this five year period, we decided to go on our own, as the curriculum of US Institute was restricted only to Capital Markets, while we felt that the needs of India in early 1980s were much wider and the new institute needed to offer a range of courses in Corporate Finance, Investment Management and Foreign Exchange Management. The programmes which the institute offered were a tremendous success. Not only was the institute well recognised and respected all over India, but leading financial institutions of the country, both in the private and public sectors, sponsored their officials to the Icfai Executive Development programmes and offered job opportunities to the young graduates from the institute. Along with such high level recognition, the success of these courses brought in sizeable surpluses to the institute. With these funds and the dynamism of Yasaswy, the institute diversified into several new disciplines like Business Management, Engineering and Law. To attract competent and well qualified faculty for these new institutes of Management, Icfai also started a Faculty Development Staff College and students joining this Doctoral Programme were offered generous scholarships, during the three year period of study.

Most of the credit for the growth, dynamism and financial self sufficiency of the institute truly belongs to Yasaswy. It was his vision, dynamism and dedication, which brought in this

success. It is a pity that our country lost, such a dynamic visionary with a fertile mind at such young age. May the Almighty rest his Soul in peace.

Let us, as his friends, cherish his loving memory and be grateful to God for giving us such a wonderful friend.

A Great Son of India

J. Nrupender Rao

I consider it my good fortune to have known Mr Yasaswy and interacted with him for over twenty years. I interacted closely with him when he was advising Nagarjuna Group regarding its financial restructuring and diversification into new businesses. I consider Mr Yasaswy to be one of the most intelligent and perceptive people I have known in my life. Mr Yasaswy was a financial analyst par excellence.

I remember when Mr Yasaswy and I went to Manchester, UK for a meeting with Penrillian, a Joint Venture with one of our Companies, he analysed the financial statements of the UK Company in great detail and also made an excellent presentation regarding the future plans of the company. The Management of that company was spell bound and was full of praise and admiration for Mr Yasaswy and gave him a standing ovation.

Mr Yasaswy was a great teacher in finance and management and a voracious reader with a phenomenal memory and great communication abilities. He was superb in financial and business analysis and very incisive in the analysis of the performance of companies. His

understanding and analysis of the stock market had to be seen to be believed. He was a visionary who has built lasting institutions and yet he was very simple and almost self-effacing.



*J Nrupender Rao, Executive Chairman,
Pennar Industries Ltd., Hyderabad.*

I am highly indebted to Mr Yasaswy who helped me to restructure my businesses in the late 1990s. Mr Yasaswy helped me to overcome problems in my company and formulated a strategy for our growth. He also helped in getting the best value for my companies which had to be acquired or restructured.

I am sure Mr Yasaswy will be remembered as a great son of India by future generations.

A Thinking Man

V. Raghunathan

I knew Shri Yasaswy personally since 1985, though I had known *of him* even earlier, when I was in ASCI, Hyderabad briefly in 1981. My personal association with him came about when he invited me to the Board of Academic Advisors when he was starting the Icfai. And virtually from our first meeting, it was as if we had two parallel associations that would go on for life – a life that could have been so much longer. The professional association would typically be in one of the hotels in Hyderabad, often at Green Park, Taj Krishna or Taj Banjara where the Advisory Board meetings of Icfai were typically conducted in its early days. But to me, the more dear was our personal meetings, which would invariably begin with a wonderful breakfast at his residence, of which Papaya and honey would be an integral part! Often I would find myself at his residence in the evenings as well, for dinner – something that in our later years, especially the last six years when I and my wife had moved to Hyderabad – was to become a regular fortnightly feature. With Shobha's awesome culinary knowledge of near-extinct recipes and

Yasaswy's superlative conversational skills on virtually any topic in the world, the time we spent at his home will always remain in our memories as the most wonderful moments in our lives.

Yasaswy was quintessentially, what one would call, a thinking man. There was nothing he did which did not have an underlying reasoning, which was invariably robust. Among the most well-read men I have known in my life, he would have easily towered over a population of the well-read as a giant. But that was not all. There was nothing that he read that was not permanently stored in the vaults of his library-like mind, from which he could recall data, information, statistics and history at will. Spending an hour with him would be like reading a good book! He would pluck a seemingly random topic out of thin air, toss it across for you to grapple with, and watch you with an amused smile as you struggled to make some intelligent observation in the context! And before you realised, without ever making you aware of your inadequacy with the topic, he would let himself

into the subject and enthral you with the depth and breadth of his understanding. At the end of it, you would emerge informed, impressed and intense – all in equal measure. That in sum and total was Ysaswy.

If ever there has been a person I have known who achieved more than most and achieved work-life balance better than most and held a serenity of a true scholar, it was Ysaswy. There are few men one can say one was proud of knowing, leave alone having been a close friend of. To me, Ysaswy was one of them.



V. Raghunathan is the Chairman of GMR Varalakshmi Foundation, the CSR arm of the infrastructure major, GMR Group since January 2005. Earlier he was Professor of Management at IIM, Ahmedabad (1982-2001) and President of ING Vysya Bank (2001-2004).

NJY – Some Reflections

Kavil Ramachandran

“The Dean of the institute will be a non-academic!” As if to clarify the potentially controversial statement, he continued. “The person, of course, has to have a brilliant academic background, and strong appreciation for the role to be played by academics. He or she has to be much more than an academic, and should primarily be an academic leader with the vision and capabilities to build an institution.”

NJY, as he is fondly called by colleagues was sharing his ideas and thoughts on building a new educational endeavor under the banner of the erstwhile Satyam Computers. I, along with Thiagu (K Thaigarajan), GR (G Ramachandran) and Raghu (S Raghunath) were part of an advisory team created by Mr Ramalinga Raju, then Chairman of Satyam, to develop the blue print for a dream project, Satyam Institute of E-Business (SIEB) with a \$125 m budget in 2000. NJY was the lead advisor.

I had the opportunity to work with him on the SIEB project for about six months, until the project was shelved in the summer of 2001, thanks to the bubble burst and the disastrous

landing of E-Commerce dreams, and evaporation into thin air of millions of dollars.

The above statement of NJY reflected the visionary quality of thinking of the man with huge practical orientation. We used to have day long weekly review meetings on the SIEB project that were intellectually challenging and stimulating. We used to discuss and debate the status of management education and emerging challenges in India. In fact, he had forecasted the emerging need for high quality technically and managerially skilled manpower for India’s development. NJY’s insight and vision for management education was much beyond what he could accomplish through the Icfai network of institutions. He created an educational web as a social entrepreneurial initiative, and left the scene half way through. He was one leader who would emphasise the need for dynamically balancing academic accomplishments with economic compulsions of survival. The SIEB project, with a vision to be a global leader in the internet based management education base, used to provide us all with opportunities to visualize the



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at the ISB and other academic institutions.*

emerging market and design programmes for that market.

We became good friends and continued to meet occasionally, even after my leaving the Indian Institute of Management, Ahmedabad, and joining the Indian School of Business (ISB) as a founding faculty. Relocating to Hyderabad strengthened our friendship as we had more opportunities to meet. Once we served him and Sobha, his wife, the traditional ‘*pal payasam*’ (rice kheer, prepared in a special way) when we invited them to our home to join us for our traditional festival (Onam) celebrations. “Divine!”, he said, after tasting it. That was the beginning of a long conversation on not only ‘*pal payasam*’ but also on other Kerala specialties of food; this was followed by a discussion on Kerala’s history and sociology. That was when I saw another side of the intellectual in NJY. His depth of knowledge on Kerala was immense. He had the inquisitiveness of a child to understand details of any phenomenon he was observing.

Yet another occasion when I was given a discourse on the eroding sense of trusteeship values in society was when I invited him to ISB for a dinner in honour of the 76th generation member of the Udaipur based Mewar dynasty who was visiting the School. Shriji Arvind Singh, the current head of the royal family represented the custodianship principles that the royal family has followed through 76 generations. This had enabled the family to preserve its material and spiritual wealth. When I spoke to NJY over phone about Shriji, he expressed his keenness to attend the reception.

As always, we went beyond the context and explored the intellect. He told me about a book which narrated how the Nizam family that ruled the State of Hyderabad had lost its way through destiny for want of practicing clear custodianship values. Yet again, I discovered how varied his interests and knowledge were. There were several other such meetings at his

home that have become part of the memory of my family.

We were abroad when fate played a cruel game on him, putting an untimely end to a journey that was in full steam. I painfully remembered reading somewhere that death is a joker without a stage sense.

My Author, My Friend

Kapil Malhotra

NJ Yasaswy was one of the best men it's been my privilege to have met; both a singular visionary and a dynamic karma yogi. More, he was so straight forward. I say this not as an exaggerated tribute for his memorial volume but in utter sincerity.

He was also a true and loyal friend. Though we last met maybe ten years ago, I always thought of him as a constant friend—someone I could unhesitatingly turn to for counsel, suggestions and ideas. For all his accomplishments, there was no immodesty to him.

I had the privilege of publishing several of his investment and finance books. It all started with an exchange of letters. I'd liked one of his published books. He possibly liked the letter I wrote to him about it and so began an association which stretched over 20 years. We met only much later when he dropped into my office unannounced on a visit to Delhi. As his reputation and fame spread, many other publishers approached him for his books but he would always politely decline. Such loyalty is rare in today's cut-throat world.

Yasaswy thought big. Many of us dream big from time to time but Yasaswy also acted boldly. The multi-splendoured Icfai world is a testimony of that for all to see.



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and an MBA from the Indian Institute
of Management, Ahmedabad, is
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Ltd., New Delhi.*

NJY: Obstacles are Opportunities

Rajeshwar Rao

My brief encounter with Ysaswy came during the summer of 2010 when he and Sobha visited with us for one week. Prior to that time, we did not know each other and had no idea about each other, yet that week was an unforgettable event in our lives. You may be wondering how the two of us came together and were able to spend a solid quality week together. First, let me talk a little bit about myself, because you all know Ysaswy very well and are hearing about me for the first time. When I was a graduate engineer working at an electric utility and pursuing an MBA program in the evening, I unexpectedly came across a wholesale electric generating company. They asked me to help them to make sure this company did not lose money during 1983. I was able to pull the company from financial distress, and in 1986 the Board asked me to become the CEO. Under my leadership over the past twenty five years, this company has become one of the best wholesale companies in Indiana, with \$1.6 billion in assets and \$400 million in revenues. More information about my company is available at WWW.IMPACOM.COM.

My wife, Jabili, and Sobha are childhood friends from Ongole. This childhood friendship between Jabili and Sobha was thick and they remained in touch over the years by phone. When Jabili learned about Ysaswy and Shoba's trip to the USA, she invited them to visit us for a week. To our pleasant surprise, they agreed to spend a week with us in Indianapolis. I was not only surprised, but a little confused about how I was going to spend a week with a stranger, and I bet Ysaswy was thinking the same thing at that time. Jabili and Sobha were ecstatic that their husbands agreed to this one week retreat.

My first visit to meet Ysaswy was in Columbus, Ohio at Brihaspati and Girija's house. We enjoyed our first encounter, and talked about the cultures, contrasts between the two countries and politics. This was easy, because it was a big party with three of Ysaswy's best friends and the conversation was festive for a couple of hours, whereas when they came to our house, it was just going to be the four of us. The ladies made the travel arrangements, and because I



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was out of town that day, Girija agreed to drive them through Ohio and Jabili agreed to pick them up at the state line, and bring them to our home in Indiana. Ysaswy thought this was funny and liked to refer to it as a “prisoner exchange”.

The first day after tea, we both started talking about non-intrusive general subjects and very soon we found a common interest. We were both entrepreneurs and had been setting up new businesses at about the same time in two different countries. We were both very curious about setting up and growing a business to a multi-faceted company in the West in USA versus growing a business in the East in India. I was born in India, but had no business experience in India, and he had no hands on business experience in the USA. However, he knew how to start and grow an educational institution in India. We both faced very similar problems and also very similar opportunities in two different countries if you filter the cultural differences of the two different societies. He explained how he took obstacles and converted them into opportunities, and explained to me how he created many jobs and livelihood for thousands of people in India. I explained how to do the same thing in the West. Over the next few days, we never felt like we were strangers, or were short of topics to talk about. Impressed with his knowledge, we moved on to other subjects including philosophy and politics. One day when we were visiting a temple in Chicago, Jabili and Sobha wanted to walk around and Ysaswy and I sat in a corner and continued our philosophical discussions. We were talking about origins of Vedas to contemporary consensus of Hindu re-

ligion in today's India. The ladies were surprised when they could not find us, and when they finally found us, we were not in hurry to go, because the topic was serious and in-depth. For me, it was most enlightening to talk with a scholar, philosopher and very smart person, and he was my captive guest for the next few days. He was surprised to understand my in-depth knowledge of business and philosophy. I soon realized that there was little time left, and the subjects we wanted to talk about were so broad. He expressed his desire to come to Indianapolis again and spend more time with us as he was able to get more free time here than in India, and he invited me to come and visit the Icfai campus.

I feel so fortunate to have had such quality time with him with no distractions, many times just the two of us and other times, the four of us. Jabili and I observed his willingness to assist in setting the dining table and also for bringing other subjects to the conversations during dinner time. The one week we spent together felt like just a few hours, and we wished we had more time to spend with him. Unless you were lucky enough to have had a personal encounter with Ysaswy, you do not understand what a wonderful and smart person he was. He was God's gift to society, and he used his time on earth to enlighten the many lives who came across his path.

NJY: The Man and His Legacy

C M Prasad

I am Dr C M Prasad. I had the pleasure of knowing Ysaswy when we were growing up in Guntur and as contemporaries attending Majeti Guravaih High School. As my childhood friend I called him Ysaswy, but now when I am writing this note about him, I see him as an intellectual whose brilliance and accomplishments took him to the pinnacle that I could only refer to him now as Ysaswy garu. Often life takes very interesting turns. I knew his father Sri Nandury Venkateswara Rao garu, a mathematics teacher at Guravaih High School and I used to go for math tuition to him in my high school years. I remember Ysaswy as a shy kid who was not enthusiastic to socialize much. The most significant thing that comes to my mind about those times was his quiet demeanor and excellence in academic performance all throughout his education which earned him respect among the fellow students and teachers alike. He was always someone special, and exemplary. His intensity of knowledge and seriousness of thought always reflected on his face. There is no professional course or a reputed University that did not want to welcome him to

have him join even when he did not apply. To the surprise of every one he joined Hindu College for B.Com. The norm those days was students used to join B.Com. when they could not get in any other course. His achievements from then on are well known. I mean sky is the limit for what he planned. How swiftly he paced himself and how he built up an empire of educational and of financial management. This is well known all over Andhra Pradesh, all over India and many countries.

I moved on from Guntur in 1968 for my further studies to Baroda, Bombay and then to America. I am settled in USA for nearly 38 years and had not gone to Hyderabad often enough nor met Ysaswy garu in person. It is easy to say I was not anywhere near Hyderabad where Ysaswy garu settled for his profession since 1968 until today. Yet, I updated myself occasionally with information about Ysaswy garu and his accomplishments through our common friend Vavilala Brihaspati. Brihaspati is also is my childhood friend who worked with Ysaswy garu in several capacities. Ysaswy garu and



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Psychiatrist, with his office in Annandale
Virginia, USA.*

Brihaspati were together in Ysaswy Management Associates during 1980-99. I have been in touch often with Brihaspati since he moved to the US in 1999 and I came to know more about Ysaswy garu and his many ventures. I always wished I got a chance to meet Ysaswy garu one day in a relaxed atmosphere with no business discussions involved. That dream of mine came true in the summer of 2010 when Ysaswy garu visited US with his wife Sobha Rani. I made a trip to Columbus to spend a weekend with Brihaspati and family and Ysaswy garu and Sobha. I thank my stars for my plan and choice to do what I did that weekend to have decided to make that trip.

That is when Ysaswy garu and I revisited our childhood times, and connected one on one to appreciate each other's common origins, and viewpoints. I found him and his wife very affable. I am a psychiatrist by profession; I could not help but do some mind reading too. If we meet after several years it is hard to expect what sort of satisfaction such a meeting would bring to both parties. I felt like Ysaswy garu put on the hat of childhood friend drawn by a close family friendship at that time with no other professional affiliation between us. In Guntur, our parents knew each others also. I was overwhelmed by the closeness between us even after several decades. After the visit, I left with the impression that he made me feel like his close family member and a friend and I must admit that I cherish that time for as long as I live. We made plans to meet the next year or perhaps meet in USA the following year. However, God willed it that it was only a one time happening

and that we could not meet once again under similar circumstances with his sudden passing away in 2011. Brihaspati called me up at midnight to tell me that Ysaswy passed away. It was a shock to me. Ysaswy always kept good health, did not have any habits which would have caused a sudden death. It is a personal loss to me. That last meeting with Ysaswy was like a Roman holiday. It will not happen again.

Ysaswy is no more physically. However, he always lives in the hearts and minds of

people who knew him. Ysaswy left behind the challenge to all of us and for future generations to break the record of his accomplishments.

So long, my friend, you have my hearty admiration for the way you conducted yourself without any indulging or wasting time, you worked and worked and made your colleagues, students represent your nurturing for a very long time to come after you left on your voyage to heaven. I wish you did not have to leave us all in this sad and empty state of mind the way you had to.

Sri N. J. Yasaswy As I Knew Him

C. Subbarao

I met Sri N. J. Yasaswy only once and that was unfortunately the first and the last time I saw him though we had known each other by report for about a year. I had written a few book reviews for the Icfai University Press Journal of English Studies, asked by my friends, Prof.S.S. Prabhakara Rao, Faculty Member, and Sri G.R.K. Murty, Managing Editor. Sri Yasaswy, thanks to him, took a fancy for me and sent word to me through the aforementioned gentlemen to translate Shakespeare's Sonnets into Telugu. Even before I was half-way through the job cordially assigned to me, the same gentlemen had called me one day to tell me that Sri Yasaswy wanted me to translate Gandhiji's biography '*M. K. Gandhi : An Indian Patriot in South Africa*' written by Joseph J. Doke into Telugu. I really felt privileged to have merited the kind offer of the great man for a second time.

The time I met him was a function that was got up under his guidance to honour Prof. Pullela Sreeramachandrudu with the Telugu Bharathi Award of the C. P. Brown Academy, for his outstanding contribution to literary

criticism in Telugu. Prof. Sreeramachandrudu is a distinguished scholar, critic and writer in Telugu, Sanskrit and English having to his credit nearly 130 books including his brilliant commentary in Telugu on Valmiki Ramayana in 10 volumes.

Sri Yasaswy had instituted this prestigious award carrying a cash prize of Rs.2.5 lac and a gold medal with a citation to be given away every year to a distinguished writer for his outstanding contribution to Telugu language and literature. The C.P.Brown Academy would constitute from time to time a panel of judges known for their outstanding scholarship, critical perception, literary judgment and immaculate character to select a writer for the award.

The venue of the felicitation function that time was the NTR Auditorium on the campus of the Potti Sreeramulu Telugu University. Everyone connected with the Academy and Icfai University was busy looking after arrangements for the function but I was anxiously looking for Sri N. J. Yasaswy, the great man behind so many



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mighty projects. On the stage were seated only three persons, Sri K. Rosaiah, Ex. Chief Minister of Andhra Pradesh, Prof. Pullela Sreeraama-chandrudu, the recipient of the award, and Sri GRK Murty, the president of the function. Sri Yaraswy was obviously not there on the stage. My wife and I were among the early occupiers of the seats. People were slowly filling the Auditorium. I saw a person, accompanied by a few ladies, moving in the auditorium for seats like a common man but with an uncommon brightness about him, with lofty manner and dignified bearing. He was rather tall, a little stout, of golden yellow complexion with a broad forehead and eyes lustrous and reflective. I thought that he should be Sri Yaraswy. But, I was still intrigued as to why he should go for a back seat, he being all in all at this function. He should surely be on the stage. As the meeting commenced I turned my attention to it. All the three on the stage did very well and the meeting was over.

The chief guest was conducted to his car. People were coming out of the Auditorium. I waited at the exit door for Prof. Rao and Sri Murty to come out of the auditorium. Then came out the man who caught my eye. By the deference with which he was greeted by everyone there I thought I was right in my guess. Yes, he was Sri Yaraswy. How he would shun lime-light! Prof. Rao and Sri Murty introduced me to him. He shook hands with me warmly without any condescension at all. I told him what my son-in-law, also a C.A., had told me some time back, that he (Sri Yaraswy) would have got the Nobel Prize in Economics if he had devoted him-

self to research. He took it lightly and told me with a winsome smile not to believe such stories. Then I told him that, when I had seen him in the Auditorium, struck with his striking brightness I thought that it must be he only. He made a joke on himself by saying that all bald people would look bright in the light. I took leave of him but after a month or so, Prof. Rao and Sri Murty rang me up and said with a choking voice that the great man had left the world leaving thousands of people in gloom—family members, relatives, friends, admirers, and his colleagues in pursuit of excellence and service.

He was a man of cultivated mind and cultured interests, a voracious reader who never showed off his scholarship. We find in him a rare blend of the qualities of an introvert and extrovert in an even balance. He was as much a pragmatist as an idealist. If one is not an idealist, one can't have great dreams and great plans;

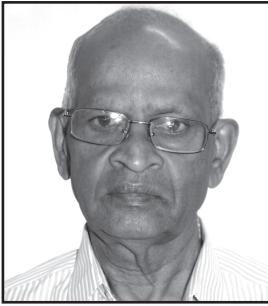
if one is not a pragmatist, one can't translate them into achievements. Could one otherwise run eleven universities, found and manage C.P. Brown Academy to facilitate flourishing of Telugu language and literature through publication of meritorious and useful books apart from honouring distinguished scholars and writers with handsome cash prizes and gold medals? All these things and many more were possible for the late Sri Yasaswy because of his unerring perceptions, dedicated initiatives, flawless plans and effective executive action. If there are a few hundreds of such persons engaged in various fields of activity our progress and prosperity will always be on the wing. But fate has snatched him away from our midst so suddenly and so prematurely. We can only cherish his ideas and ideals and try to carry on in our own humble way the work he left behind. And that will be a fitting tribute to the great man.

Versatility Incarnated

S S Prabhakar Rao

It was on an eventful day during May 2007 that I received a call from Sri G R K Murty, Head of the Academic Wing of Icfai University, while I was returning after delivering a talk at the Academic Staff College of Maulana Azad National Urdu University. Sri Murty informed me that Sri N J Yasaswy, the vibrant intellect and dynamic academic entrepreneur behind the sprawling Icfai, wanted me to meet him. After a quick lunch, along with Sri Murty, I went to the modest building in which the office of Sri NJY was located. As we were entering his room, he got up graciously and received us with a traditional *namaskar*. He was verily the embodiment of courtesy, radiating a beatific smile. Though I had heard about his admirable qualities of head and heart from several colleagues, and submitted my proposal for launching *Icfai Journal of English Studies* to provide an academic platform for publication of research papers in the areas of English Literature, English Language Teaching, Literary Criticism and Comparative Literature studies, it was my first meeting in person with him.

Having heard about my bilingual interest in Telugu and English, he wanted to discuss the ways in which we could help Telugu language reach primarily Telugu people—the younger generation, in particular. The meeting was conducted in a relaxed manner, as he bemoaned the neglect of Telugu by the Telugu children, both of native variety and the NRI brand. Most children, he regretted, could not read Telugu script. And the abundant treasure of wisdom and traditional knowledge available in folk lore and *sathakams*, like those of Vemana and Baddena, were inaccessible to the children. He threw up the suggestion that an academy could be set up for taking up this urgent task. Eventually the idea of establishing C P Brown Academy concretized. A little later, I was asked to come up with names of scholars and literary savants to be invited as members of the Advisory Council. The names included such internationally reputed linguist like Prof. Bhadriraju Krishna Murthy, who helped the Academy launch several major projects. When I was asked to suggest the name of my wife, Dr. S Padmavati,



S S Prabhakar Rao

Formerly Professor of English, Jawaharlal Nehru Technological University & Adjunct Professor, Icfai University, Hyderabad, is the author of several books in English including English translations of some famous Telugu Classics.

and I was hesitant, Sri NJY held that the fact that she was my wife could not act as a disqualification. That was his sense of fairness.

The activities were in full swing with the preparation of Telugu Learning Kit, comprising modules for teaching Telugu alphabet, using Roman script; transliteration, translation, along with critical comments, of *Sathakams* of Vemana and Baddena (*Sumathi*). I had the privilege of serving as Consulting Editor for the components of the Kit. To cater to the needs of learners at a higher level, Sri NJY came up with the proposal of bringing out introduction with translations of select poems from Telugu epics like Allasaani Peddana's *Manucharithra*. I had the opportunity to complete the assignment. I was later asked to translate the immortal songs of Enki and tales from the five well-known Telugu epics into English. An ambitious project was to bring out a series of monographs highlighting the achievements of Telugu *Jaathi Rathnaalu* like Durgabai Deshmukh, Naazar, Rayaprolu Subba Rao, Y Nayudamma and Vedam Venktaraaya Sastry. His mind was ever fertile with new ideas and it was quite a job for lesser mortals to keep pace with his frenetic speed.

At one of the monthly Review meetings, he suggested that we should recognize the lifetime contributions of a Telugu writer/scholar, comparable to Jnanpith award but limited to services rendered to Telugu. The idea materialized as the prestigious TELUGU BHARATHI PURSAKARAM. I had the privilege, at the insistence of NJY, of serving as Convener-Secretary of the Panel of Jury, which chose Prof. Bh. Krishna Murthy as the first recipient and the

latest recipient, the renowned Sanskrit scholar, Prof. Pullela Sriramachandrudu. Embodiment of modesty as he was, NJY used to politely decline our invitation to occupy a chair on the dais. He was everything, but was visible nowhere, which is unusual in this age of pomp and ostentation.

The range of intellectual curiosity of Sri NJY is unparalleled. Ever stating that he was an ignoramus in the field of Telugu literature, he was yet immensely knowledgeable, even erudite. His interest and expertise in English is admirable. He would read the article on the use of English in the latest issue of *New Statesman* and forward it to me for my enlightenment. He used to read each issue of our *Icfai Journal of English Studies*, in detail, and at the next meeting he would quote from it. Once, he mentioned appreciatively my description of Gunturu Seshendra Sarma as “Voice of Multiple Consciousness.” His passion for academic innovation is exemplary. It is such

passion that made the contents of the programs offered for MBA students by Icfai Business School comparable to the best in the world. One such innovation was his plan to offer a course on “Shakespeare and Management.” He called for a meeting and I went with my inputs, but NJY had done tremendous homework and came with copious notes on critical insights by eminent critics. It is such thoroughness that marked him apart from the crowd.

My association with Sri NJY was all too brief—Life is a brief candle!—but poignantly memorable. We used to look forward, with pleasure, to the monthly Review meetings, cheered up by his immense affability, radiant smile and his favorite subway snack. Even when we went to his abode to have the last *darshan*, the face was still beaming with radiant smile. NJY conquered death with his smile. Long live the smile and let it guide the future course of Icfai and the constituent institutions!

My Experiences With Mr. N. J. Yasaswy

Sivaram Mallela

My journey with Mr. Yasaswy (NJY) began on July 01, 1982. This was a dream come true for me to be associated with someone with whom I had always dreamt of working. I had seen NJY for the first time as a Rapporteur in one of the CA Students Meet in Hyderabad when he had given tips for preparation for the CA exams. Ever since, my admiration for him grew by the day. The moment I qualified in my CA Final Exam in July 1980, literally the same evening, I rushed to the Administrative Staff College to meet NJY and ask him to find me a position in his department in the College. He had advised me against my joining since he was on his way to the North Western University (USA) to pursue a Doctoral program. As luck would have it I found him in flesh and blood in Hyderabad towards the end of 1980, when he had returned after giving up his Doctoral pursuits. I kept following his achievements in Hyderabad and my desire to join him was only strengthened by the day. It was in May 1982, that NJY advertised for CAs having good knowledge and experience in Computer based Systems, for which I applied and

finally made it. I joined Yasaswy Management Associates Pvt. Ltd. (YMA), as a Management Consultant.

The team at YMA was small. We were just three consultants (including NJY) and had good assignments in hand. All of us were CAs with good knowledge of accounting and tax laws. I was the new face and was hearing most of the management concepts for the first time. The first job that was given to me was to prepare for a management training program at Hindustan Zinc Limited at Udaipur. I did prepare well, but bungled up due to stage-fear. This was the first time I had 'taught' anyone; and, to my dismay, most of my students were twice my age and had a lot more experience than I did. This was when I saw the real motivator and mentor in NJY. He comforted me; never chided and gave me a good smile. The training program concluded and we were on our way back to Hyderabad. That was on August 20, 1982.

The air route from Udaipur to Hyderabad is rather round-about. We had to fly to Delhi by



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the Indian Airlines flight (Mumbai-Jodhpur-Jaipur-Delhi). We had boarded the flight that was already delayed by an hour, at 9.30 am. The flight landed in Jodhpur, and then took off for Jaipur. The aircraft was 70% full and we had some vacant seats. Myself and NJY were seated in the last row of the aircraft. As usual NJY was a great entertainer. He would crack jokes, mimic someone or the other or simply talk of some of his childhood experiences. His company was always lively. As the flight was cruising we saw a bearded Sardar calling the air-hostess after getting out of the toilet in the front of the aircraft. The air-hostess went to enquire, and suddenly we found the Sardar brandishing his Pistol and aiming at the air-hostess' head. By now everyone in the aircraft knew what was in store for us. The flight had been hijacked. We found the Sardar pushing the air-hostess and he finally entered the Cabin. Minutes later the Captain announced "Attention: Ladies and Gentlemen. Our flight has been hijacked. We have been asked to fly to Libya. Please standby for my announcement". We saw passengers murmuring and some breaking down. There was one pregnant woman who fainted. There were a few children and some old people. The Sardar then got out of the cabin still holding the pistol at the air-hostess and ordering the passengers to move behind to ensure more free space in the front. The plane was flying and finally the Captain announced that we were to land in Lahore. As the aircraft approached the runway at Lahore, we found the runway occupied by several army and other airport vehicles. The pilot went around and approached the runway once again.

There were more trucks on the runway and there was no way the plane could land. The Sardar was in the cockpit and was on the radio negotiating with the Pakistan authorities. We heard him yelling and abusing them. The runway was obviously closed for this flight under the instructions from the Indian Government. The plane circled 42 times around the airstrip trying to land every time and then taking off on vehicles being moved onto the runway. Passengers were all losing faith and were feeling sick. Suddenly we found the aircraft landing. We all thought we were in Pakistan. The plane landed on a runway from where we could only see buildings at a distance. It was only after an hour of landing that we were informed that we had landed in Amritsar. For a moment there was an applause by visibly relieved passengers. Just then another announcement from the captain that we were all flying again to Libya after refuelling at Amritsar. This is when the Government probably proved its ability to outwit the hijacker. They delayed the refuelling. Meanwhile the officers started negotiating with the lone hijacker (by that time we knew there was only one hijacker). The hijacker's demands were the release of Khalistan prisoners from the 'Indian' Jails and an unconditional apology from Madam Gandhi (Indira Gandhi) to the 'warriors'.

It was 2 pm and the air-conditioning system in the aircraft got switched off due to lack of fuel. It was like an oven inside the aircraft. Many passengers were hungry. There was no drinking water or food in the aircraft. Toilets were all smelling. The authorities persuaded the hijacker to let some food in from the nearby Gurudwara,

and it was then that we found the hijacker less tensed and more communicative with the passengers. He was however very insistent. He showed us the hand grenade he had smuggled into the aircraft and had told us that he would shoot any passenger who misbehaved with him and ultimately blow up the aircraft if his demands were not met by that evening. All this while myself and NJY were witnessing the drama in the front of the aircraft. The hijacker let the pregnant woman deplane, and sent one passenger to bring in some food from Gurudwara. The passengers were still feeling restless and many of them were wanting to breathe some fresh air through the open door in the front of the aircraft (opened because of the heat inside).

It was almost 5.45 pm. We saw passengers queue up in the front of the aircraft and breathe the fresh air for a minute each in turns. I was in the front of the queue. The hijacker was also at the door and would allow each passenger to stand at the door for a minute and return. All of a sudden we found a big push from behind and the queue in the front pushed the hijacker out of the plane. The relief was momentary for us. The hijacker caught hold of the door handle and swung back into to cabin. He was furious. He pulled up his pistol and was aiming at us, while trying to locate a match box for lighting the grenade. Fortunately he could not locate the match box. His pistol did not fire since his hands were shivering with anger and tension. This was the time some of the passengers at the other end of the aircraft opened the emergency and the rear doors and persuaded the passengers to jump

out the doors. NJY pushed and signalled to me to jump out. I asked him to accompany me. He would not do that. There was an old man in the back seat who fell on the floor of the plane and could not move. Others in a hurry to jump out, were stamping over him to rush towards the doors. NJY was protecting this old man by cordoning him. NJY was a bold man, not afraid of consequences and did what in his opinion was right.

I had seen this in the later part of our association. One conviction NJY had was that we should do what is right in the larger interest. Law will never punish a person who does things that are ethically and morally right. This is the conviction that made him a fighter, be it in terms of defending his 'private placement' doctrine or advocating 'Business School' establishment. He questioned the regulation where he felt that such regulation was only a tool for corruption. He would confidently state his point before the lawyers and give them the new thought process. In the later years at Icfaai he had initiated a full-fledged legal strategy team which consisted of many of the senior professionals at Icfaai. His ideas coupled with the execution by the team had yielded rich dividends for Icfaai. Legal strategy teams of this nature are unheard of in the corporate circles. This experiment of NJY should lead to yet another new dimension in the good governance practice of the corporates.

NJY was a leader in the true sense of the term. He would not just lead by example, but would

share the vision and make each one in the team dream of the vision. He would motivate people and personally connect with them. He would enliven any important meetings – be it in academics or corporate circles.

For me he has been my mentor. I cannot count how many things I had learnt from him. If I am considered an achiever, it is because of him. I never saw him taking no for an answer. We could attempt the most difficult things and come out successful only because he would not take 'no'. He would encourage me to meet, discuss and negotiate with ministers, chief ministers, and senior bureaucrats and get things done. He would give the freedom to handle and solve issues and reward good performance.

In my personal life I did go through several upheavals. One of the most important tips he gave me was never to get perturbed with crisis. He would advise me to narrow the horizon to even one hour when in crisis. 'God! see me through the next one hour' would be my prayer in extreme crisis. The next lesson was not to get into depression on issues relating to money. To him money was a commodity that could always be earned. I remember we could sort out huge debt burdens by assuring the creditors that we have ways to meet the liability and that we needed their cooperation.

What else do I say? I am afraid of keeping his picture on the wall, lest I free him from my memory. My memories of him and his friendship will always stay alive.

NJY - Unparalleled Visionary

Mandagolathur Raghu

An innocuous looking email a few days ago shattered me completely. Sanjeev, my good friend, informed me about the untimely demise of Shri N.J.Yasaswy—the icon that built an institution called Icfa. He was only 62. In my 23 years career, he was my boss and mentor for 5 years.

He changed many lives, including mine. He challenged conventional wisdom. He displayed and infused confidence. He took wild risks and never feared consequences. He personified knowledge and commanded respect for only this reason. He shared his knowledge constantly. He generously offered his advice. He valued time and was obsessed with punctuality. And he did all of this with a smiling face.

Personally he taught me several important lessons in life. There was the time when we were setting up a new concept and it involved dealing with several institutions. It was then that he said “there is nothing called an institution. Everything boils down to an individual. Identify that individual and talk to him/her and you

can get your way”. He also said, “if you are looking to recruit someone to assist you, make sure he is smarter than you. This is the only way you can build a great institution”.

On another occasion when a colleague said that it would be difficult to do the thing he suggested, he retorted saying “we are here to do difficult things not easy ones”. Then when the same gentlemen countered saying it would take time, he retorted again by saying, “a busy man always finds time; only a lazy man complains!” He pushed each one of us all the time and you now see the result—a gigantic institution, Icfa, built with not a penny of assistance from banks or financial institutions, but with only internal accruals.

The man had a great personal side too. There were many instances where he would exhibit a phenomenal sense of humor. On one occasion, I needed to walk out of the room since I could not control my laughter. He was humane and did not fear to show it. While we were traveling for business to Mumbai in Indian Airlines, NJY



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was sitting in an aisle seat and in the diagonally opposite aisle seat was a young lady with a toddler. Obviously the toddler was giving the lady a hard time due to which her tea spilt down. The air hostess, instead of trying to be helpful, started reprimanding her for the act. Though we were engrossed in a discussion, NJY did not fail to miss the predicament of the young lady due to the unhelpful air hostess. In a fit of anger, he asked the air hostess to place her tea tray in front of him and said to her “you will not serve tea to any passenger till you apologize to that young lady”—and he meant it! This then brought the inflight cabin manager to the scene. NJY reported about the air hostess’ misbehaviour to the manager. He reminded them that their salary was being paid for by all the passengers. Normal service resumed after an apology by the air hostess to the young lady. We encounter such scenes in our daily lives but largely choose to ignore them—but not NJY.

We shared the dais in many programmes. I will deeply miss him, as will the huge Icfai family that he built. May his soul rest in real good peace.

My days with NJY

A V Vedpuriswar

I worked with Icfaai from 1996 to 2005, a long stint of about 10 years. This stint played a big role in shaping my career during its formative phase, my outlook towards life and my personal development. During this time, I reported directly to NJY, except for a few months in 1997. Here I share my experiences and how I observed and learnt from NJY.

It would not be an exaggeration to state that working with NJY was a life changing experience for me. Here was an intellectual, academic and entrepreneur rolled into one. More importantly, I became one of the privileged few to be mentored by him. NJY taught me many things and like a true mentor helped me to believe in myself. Indeed, one of the things NJY was exceptionally good at doing was pushing me (and indeed many of my other colleagues) into areas where I did not have prior expertise. In the process, I did make many mistakes but ended up learning a lot and becoming more aware of myself and my strengths and weaknesses.

A quick word about how I joined Icfaai. In early 1996, as a young MBA with a few years of

work experience, I was becoming increasingly frustrated with a typical corporate job. I was managing the port operations of Tata Steel at Visakhapatnam. The job involved handling transporters, contractors and government agencies. I was looking for a role which gave me more opportunities to read, learn and share knowledge. When I wrote to Icfaai (that time I did not know NJY) in April 1996, I was pleasantly surprised to receive a call from NJY himself the very next day. Within a few days, I had landed in Hyderabad for a formal interview. As it turned out, it was less of an interview and more of NJY and his leadership team explaining to me the various activities of Icfaai, the long term goals and how I could contribute. After the discussions, NJY demonstrated how keen he was on getting me into the system by offering terms which were quite attractive even by corporate standards those days. Getting recruited by Icfaai was in itself a learning experience. I leveraged this experience a great deal, when a few years later NJY entrusted me with the recruitment of some very senior people to strengthen the



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institute's leadership capabilities. I realized my role was to "sell" the institute, not to evaluate these people who had rich experience and achieved a lot in life. I tried my best to make them comfortable and understand the great opportunities they had to make a contribution in an academic institution.

When I joined Icfai, I carried all the baggage of a young MBA. I thought I knew lot when actually I knew very little. As I worked with NJY, I became aware of my ignorance. Sitting just 10 feet away from NJY's office gave me a vantage position. I got to observe him closely and understand what running a non-government-funded academic institution involved. I learnt about the importance of designing a program, positioning it and marketing it effectively to the target segment to generate a reasonable return on investment. I also learnt about the importance of the speed of execution. I realized that speed need not come at the expense of quality. Today, in my current role, I get frustrated when people keep debating endlessly over trivial matters instead of moving ahead.

I was one of a very small group of people to be mentored by NJY in academic activities. Before my very first class in Icfai Business School, NJY gave me valuable tips on how to handle students and draw points from the class by asking good questions. Over the years, leading a discussion with questions has become an integral part of my facilitation.

NJY explained to me how to set a good question paper. For him, a good examination question was about the whys, not about the hows

and whats. Why did the RBI loosen monetary policy? Why did IBM withdraw from the PC business? Why did Sony not do market research before launching the Walkman? NJY also realized the limitations of multiple choice questions. He believed open ended questions were a better way to test the understanding and creativity of students.

NJY was a great believer in the case method of teaching. The tie up Icfai had with Harvard in the mid-1990s for using its cases was unique and unprecedented in India. NJY explained to us that handling a case involved mastering the underlying theory, becoming clear about the teaching approach and developing the necessary skills in facilitating class discussions. NJY led from the front by leading a few case discussions in which many faculty members including me sat and observed him in action. Later, realizing the need for more Indian content, NJY decided to invest in a case development cell. Even though I did not have experience in case writing, NJY pushed me into the arena. He believed my enthusiasm and commitment was more important than anything else. Our early efforts at case writing were truly amateurish. But as we went along, we got useful feedback from NJY and steadily improved.

As Icfai grew bigger in scale and scope, NJY's time increasingly went into management and governance activities. But even then, he

did not lose an opportunity to be involved in academic discussions. At the annual faculty development programs, which Icfai conducted for both external and internal faculty, NJY was closely involved in the design and would often lead the opening session.

One thing which I can never forget about NJY was his insistence on starting a meeting on time. Indeed, this was an article of faith as far as he was concerned. I remember one of the Convocation functions where we had invited the UGC Chairman as the chief guest. At that time, Icfai was involved in important discussions with UGC for getting a key approval. For some reason, the chief guest was delayed. Without any hesitation, NJY started the function on time. The chief guest apologetically joined the other dignitaries on the dais a few minutes later.

So here then was a great man, who had a multi faceted personality with skills in a range of areas. He could be a big picture thinker at one moment and get into minute details the very next. He could analyse an operational problem and yet visualize the long term future. He was equally at ease with the business side of things as with the Academic side. He was tough when it came to goals and yet patient with people. Above all, he was a person who helped lesser mortals like me to realise their potential and do more in life than what they had thought at one stage was possible.

N J Yasaswy - The Man Who Never Tired

Sridhar Sattiraju

NJ Yasaswy passed away on October 8 amidst unprecedented shock and surprise from his well-wishers which included stalwarts like Mr Raju (Nagarjuna Group), Mr Kondal Rao, Mr Nrupendar Rao (Pennar), thousands of employees of the Icfai group and hundreds of ex-employees including people like me who grew like saplings under the Banyan Tree called Icfai which spawned the biggest service-sector boom in education, research, publication and policy-making India in general and Hyderabad in particular has ever seen in the 90s.

“Who will cry when you die?” asked Robin Sharma once in a book. Having seen NJY’s last trip today, I was sad but also happy that more than 2000 people have turned up to catch a final glimpse of one of the most resplendent intellectuals India has ever seen

... Some of India’s most successful fund managers, analysts, bankers, journalists, software and management professionals, thought-leaders, and thinking elite have some

connection with Icfai. Either they worked at Icfai or they studied at Icfai and its associate wings.

For a lot of people like me, he was a godsend. My first break in journalism and corporate world I owe to NJY—he spent 4 1/2 hours with me one cold afternoon in 1993 as I gate-crashed into his office for a vacancy of Research Associate and seeing my sophomore background and my enthusiasm he gave a “stunning” stipend of Rs. 2,500 pm—my life only changed for the better after that ...

... I had a sweet and intellectually-surcharged association with NJY for 3 yrs and have kept in touch over the years in short bursts—he always felt I should have been a writer and not a banker and we had our discussions. NJY was 61 but he was never tired of talking about ideas—and their execution, delegating projects ably to people according to their strengths, always positive and respectful and looking at monetising any aspect that is unmined yet ...

... He was quick to spot talent and pat them so that they will bat for long. The team of talents he once had in faculty, research, management and publication—was so rare like Halley's Comet—and it may not come even once in 76 years. He used to speak chaste Telugu—the pure Brahminical style and spoke English in unaccented way—but his choice of words was measured and seldom he lost his cool—in fact people were mesmerized into doing what he wanted—it was never perceived to be an order.

He has introduced me and many others to authors like Alvin Toffler, Edward De Bono, Stephen Covey, Howard Gardiner, Tony Buzan, Charles Handy, Kenichi Ohmae, Peter Drucker ... He was whole-brain hyperactive—adept at creativity and execution, logic and out-of-box thinking, high IQ and super-high EQ *et al.*



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What came naturally to him was his ability to make gold out of gold dust. A seemingly useless idea or an innocuous thing would spark a business model in his mind. And he was a great practitioner in possibility thinking. In that sense, he was a great Economic naturalist—allocating capital to get optimal even phenomenal returns with scarce resources. But having worked with him and still keeping in touch with his associates and affairs—at a personal level, I owe a lot of my wisdom to his principles of money-making and fundamentals of financial well-being. He was frugal in his lifestyle—carrying the Ambassador 8558 almost till 2004 until brand-conscious folks prevailed on him to upgrade his car. He was a relentless asset-builder, building capacities ahead of demand and then kick-starting the demand to exhaust those capacities...

... The Nagarjuna Hills that dotted his multiple business unit offices is today better known as Icfaai Hills. The “Nagarjuna” connection goes back to the pre-Icfaai days when the elderly Mr. Raju, impressed by NJY’s brilliance inducted him into the board wherein he played a major part in several business restructuring exercises in those days. There were several other industrialists of the 1980s with whom NJY had a venerable association and I saw most of them at the funeral today

... NJY created AP’s first private placement industry, first leasing deals, first stockmarket newsletters, first Management Consultancy, and the earliest traces of knowledge society—he loved Knowledge and Science and New Ideas that changed the world—yet he remained humble always working with a motivation to do something different, make a difference to the world of business and education, business education and publications....

... He was always good at taking challenges, taking on the leaders, contesting the market-share that never existed before—the Blue Ocean Strategy as they say. In the last two years, he started some new projects—Promotion of Carnatic Music, B.Ed Colleges and an initiative called CP Brown Academy—which is doing brisk business in bringing timeless works of Telugu arts and literature into the community of the current generation. So much achieved at 61 and yet so many projects at hand...he is truly a doyen of formidable standing in AP and deserves a place in the history of AP business and Indian Education in general for his life’s work...

... R.I.P. Yasaswy Nandury Jyothir-lakshmigaru. I pray you will be as inspiring and energetic wherever you are now. Hope somebody takes up your legacy and carries on.

NJ Yasaswy – My Mentor and Guru!

Krishna Mohan Tummalapalli

Some things are hard to believe and the fact that Yasaswy garu is no more is one of them. It has been more than a year and I still remember that Sunday morning when I woke up with my dad's call from India with the sad news. It was totally unexpected as just days before I heard that he was recovering and will be back home soon. The time spent with him when he visited us in US with his wife for a couple of days is still fresh in our memory. My parents and in laws happened to be there as well and we were all sitting in our living room enjoying Yasaswy's interesting conversation on various topics from Indian politics to stock markets to his memories from Tenali to how lucky NRI kids are. When my daughter who was 14 then asked him why he thinks NRI kids were lucky, he said that they get the best of both worlds; parents who are willing to pay for their college and also give them the liberty to study the courses they want in the best universities the world has to offer. He explained it so well that my ever talking teenager had to be quiet. I always got mesmerized when he spoke, he is truly gifted. His post budget

analysis organized at various cities in India after Union Budget announcement by finance minister was always a huge hit. I was one of the lucky ones who had the opportunity to help him with his post budget analysis and accompany him on his travel. I was always amazed how swift and simple his analysis was. He added humor to his very informative speeches which made them interesting and the audience was always spell bound.

I can say I am one of the few fortunate ones who was very closely associated with him and can call him my guru/mentor. He always encouraged everyone around him. He made every task sound so simple and achievable. I started working with Yasaswy as research assistant in his Investment Research firm which published a weekly stock market newsletter and later on worked directly with him as his executive assistant for a year taking care of his scheduling. I didn't know then that that was just the beginning and he was planning something different for me. I wanted to do Chartered accountancy but he convinced me to pursue CFA which I



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successfully completed. After completing CFA, he asked me to be the coordinator of the management development programs and investment related seminars organized by Icfai and later on insisted I join him in presenting a few topics in the seminars. Being a fresh graduate, I was very hesitant but he was persistent that I could do it. He let me sit in a few of his sessions and for my first session; he helped edit my lecture notes and threw in a few tips about how to make the lecture interesting. Definitely, my presentation was a success and there on I continued to be one of the speakers for all the seminars held by Icfai. I didn't know until later that that was how he was steering my career. I attribute my success to the mentoring of Ysaswy garu. I wouldn't have realized that I had public speaking and presentation skills if he wouldn't have insisted. He was very good at understanding our strengths and weaknesses and persuaded accordingly – the strength of a true guru. The initial encouragement from him taught me the most important life skill and the secret to success to move ahead with confidence and a positive attitude. He taught me to feel proud of my success but move on after the task is accomplished and as everyone agrees, success is very addictive. The skills I learnt working for him are helpful even today. A couple of weeks back I had to brief our Vice President about a project we recently completed and our VP was very impressed. He complimented me saying that I made the complicated project sound very simple and interesting. It was one of those occasions that I silently thank Ysaswy garu on.

One of my senior colleagues at Icfai once said that whoever had the opportunity to closely

work with Yasaswy definitely might have done some good deeds in the past. I am one of those fortunate ones. I worked closely with him for 10 years before I moved to US and it is not an exaggeration if I said I enjoyed every moment of it. You might be thinking why I left him; true. Sometimes, I question myself why? But, Yasaswy garu always used to say, one should always keep an eye on opportunities knocking at the door and definitely explore new flavors. He always encouraged me to choose what I like and to do my best in what I undertake. I have learnt a lot after moving away from him but have never experienced the sense of fulfillment after. My journey with him did not stop after I moved to US. We were constantly in touch and I used to meet him on every visit to Hyderabad and he always inquired on how I was doing both personally and professionally and guided me when required. He used to spend a lot of time with our family especially with my daughter. Everyone knows he was very learned and good on the professional front, but not many know how good he was with kids. He knew how to draw their attention and leave his mark. When we visited him in 2003, he gave my 6 year old daughter a tour of his house and finally took her to the backyard and pointed at a few bushes and told her that he had pet lions that lived over there. My daughter was amazed and wanted to pet them. He then told her she could but the lions are just like little kids and can be cranky at times. She dropped the idea of petting the lions but always remembered him as a brave man who had pet lions. That is what he is – always living his life to the fullest and leaving memories in his path.

Over the years I learnt several things from Yasaswy and all of them are priceless. Every meeting with him was like a booster dose of knowledge and information. He was an intellectual and always had my best interests at heart. Probably each person gets the style he needs from his best mentor. I remember conversations with Yasaswy during which he used to ask several questions for a long time about the project that we were working on then. The questioning usually clarified my thoughts and led through the choices to a course of action that was completely my own. The other most important thing Yasaswy taught me: Take action. Every time we talked about an issue or considered a plan, he wanted to know the action that I was going to take—and how soon. He always used to say do today's work today and if possible, do tomorrow's work today as well.

Yasaswy made an impact on my life and career and he played a very important role in my life. He influenced my thinking, working, life style and career planning and overall growth in my career. He always pushed me to do my best. He was a great teacher who never lectured but made you think of what was needed to accomplish the task efficiently and in time. He was one of the most compassionate people I know, and does not let anything discourage him. By being such an example himself, he makes me want to be a better person. He has been my mentor for the past 26 years and he has been my inspiration in life. He is a source of motivation. He is my hero and role model.

Media-Savvy

R S Prasad

Shri NJY would make it a habit to meet at least one journalist every fortnight and it was expected of me to bring him my friends from the media.

He would cancel all previous appointments if I called and informed of an urgent request for an interview with him with journalist from some TV or magazine or newspaper editorial representatives. He was always graceful in all interactions with members of the media.

“Prasad garu”, he would say “don’t ever say media is critical about us, I prefer to enlighten them about the emerging scenario in higher education and our role at Icfai in leading the future.”

“Please invite any member of the press, however critical of us and I will give you undisturbed time” - that Shri NJY garu used to say.

Shri NJY was a wealth of knowledge and a living encyclopedia on economics, poverty, education and international finance.

He was charismatic and down to earth in his interactions with journalists. I would brief him about the next journalist to come to him and Shri NJY garu would lead the meeting from the front!

At the end of each such meeting, journalists would go saying “arey you guys are doing great - and your boss is charming and knowledgeable”.

For me personally, he allowed an open atmosphere and would listen to ideas and ok them as per the ground requirements of various teams in marketing at Icfai group.

He allowed me to make regular films for various universities, bring out the annual Icfai diaries, help in bringing professional photographers to shoot our alumni and students and campuses.

He would love to meet senior editors and have interesting conversations on current developments and his perspectives were widely appreciated.

Shri NJY knew every challenge had a media link and encouraged me to travel all over India and ensure wrong reports were never published.

I am proud to say I never let him down.

I miss you, sir!



*R S Prasad is a Media Consultant
based in Hyderabad.*

My Years with NJY

Subhash Sarnikar

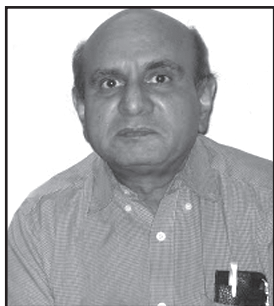
I am one of those few fortunate persons who had the privilege of continuous association over twenty five years with late Mr. Yasaswy popularly known as NJY in close circles. First time I came to know about him was through Dr. Prasanna Chandra, in 1975 when NJY joined Administrative Staff College of India (ASCI) as an young man, gold medalist from the two accounting institutions (ICAI and ICWAI) after a short stint at ITC.

While working at ASCI, NJY started writing for *The Hindu* on investments in stocks and Income Tax issues relating to investments. He also became a popular and outspoken faculty at ASCI. He developed a wide readership for his writings in *The Hindu* and gained many admirers for his analysis and projections of stock prices. In late seventies when he started his private consulting business, his monthly publication 'Current Investments India' became very popular amongst the investors. Perhaps this was the first monthly investment magazine started in India which was later made into a weekly news letter. His forays into consulting,

financial services and manufacturing were over in about a decade. While these forays could have some life lessons for him, his heart was not really in them, being not challenging or satisfying enough. His life satisfaction and happiness came from the initiatives he took in developing a new model for higher education. A model which did not burden the public exchequer or depend on charity from corporate houses. A model of non-profit, non-stock organization making the educational institutions created as truly public in ownership. This model provided enough scope for academic autonomy in terms of creating curriculum and programs useful to students for their future careers keeping the knowledge and skills sets relevant to the employers' needs while encouraging faculty in research and creation of new knowledge along with good teaching skills.

This first time I met him was in late August 1985 at the time when it was decided to launch the Financial Analyst Program with the academic support from the Institute of Chartered Financial Analysts, Virginia, USA.

Dr. Prasanna Chandra was instrumental in organizing this meeting. Beginning with this meeting, the long journey of twenty five years began and it ended only with his untimely and unexpected passing away from all of us.



*Subhash Sarnikar is
the Chairman, Board of
Governors, Icfai.*

The initial period of development of Icfai was a great opportunity for me to work under the guidance of the Icfai Board of Governors comprising of eminent personalities with Dr. Besant Raj, well known management consultant, as the Chairman of the Board of Governors, the other Board Governors being Mr. Raghu Raj, former Chairman of IDBI and Air India, Mr. G S Patel former Chairman of UTI, Mr. J. Mathan, former Chairman of LIC, Dr. Prasanna Chandra, Professor of Finance at IIM Bangalore, Mr. Alfred Morley, President of the American Institute then known as ICFA, and Mr. N. J. Yasaswy. It was Mr. Yasaswy whose efforts resulted in assembling such an illustrious Board for a new institution like Icfai. I feel that the period of twenty five years that I spent with him was a short wonderful dream. It was a great opportunity not only to witness the emergence of a great educational institution under his guidance but also a God given opportunity to learn several things about life from him and through interactions with him. In the following paragraphs I would like to narrate what I learnt from his actions/decisions in management.

I saw in him a visionary and dreamer who would share his dreams to motivate people around him to realize the dreams. While sharing his dreams with others around him and discussing with them, he would try to assess what

is realizable. Once he would conclude what is realizable, he would assign responsibility and push hard to achieve the goals while providing all the necessary support.

He assembled quite a large pool of talented and competent persons to ensure that all projects undertaken reached the final stage. His approach in selection of people was never biased towards any caste, religion or region. His approach can be stated as unbiased, secular, and weighing heavily on competence.

Once the responsibility was assigned he would provide operational freedom to the executives while regularly reviewing progress against the targets set. In fact everyday he spent time in at least half a dozen review meetings. However the periodicity of review of each important activity would range from a month to a quarter, with a few exceptions like cash flows which were reviewed more frequently.

Managing during a severe financial crunch requires one not to lose balance and needs courage and conviction to take the right decisions without creating a panic. He managed such times exceedingly well, reversing his own decisions on some of his cherished projects in overall interest of the organization. When certain initiatives did not workout he had the courage to accept and withdraw preventing overall damage to the system. Some of the examples of his decisions are closing of the Securities Research Center (SRC) in the late nineties, and the School of Public Policy and a few of the professional development programs like treasury management, merchant banking and financial services. Each one of these initiatives was his.

I would also like to record that all the initiatives independent of whether they fructified into direct benefits to Icfai or not, have always resulted in some public or social good or enabling others to pick up the ideas and build new businesses. After Icfai launched the financial analyst program, Delhi University started its Masters in Finance & Control (MFC) program with a curriculum similar to that of the Icfai's Financial Analyst program; UTI started the UTI Institute of Capital Markets. After Icfai started SRC, investment periodicals like Capital Market and Fortune India, created their own securities research centers, picking up the idea from Icfai's initiative. After Icfai launched its business school with multiple locations, learning from this experience on scale of operations, several business schools adopted the Icfai's model of multiple locations. It was Icfai's experience which emboldened private initiatives by several others to enter the higher education without being appendages to existing universities for grant of degrees. This did create competition which will eventually lead to quality enhancements and expansion of capacity, providing access to several deserving students.

NJY strived to create inclusive institutions not the exclusive ones where only the academically top few are admitted based on tests created for elimination. The only way, he thought, to create inclusive institutions was by capacity expansion, especially in a country like India where there are severe capacity limitations making higher education inaccessible to several deserving and aspiring students.

While the objective of capacity expansion was to expand access, the focus on quality was

never lost. Creating a rigorous doctoral program in management, paying all the doctoral students almost on par with junior faculty during the five year duration of the program and recruiting future faculty from this pool of students were some of the important initiatives to ensure a continuous source for good faculty, thereby maintaining quality in academic programs in the Icfai promoted institutions. Another important initiative to ensure academic quality was establishing research & publications division and case research centers to encourage faculty members to remain at the frontiers of knowledge. NJY believed in quality improvement of faculty. He initiated several faculty development programs. These programs were not limited to Icfai faculty. The benefit of Icfai faculty development programs was derived by more than several hundred faculty members working in a number of government and private colleges across the country with all the costs including travel, board and lodging expenses borne by Icfai.

Another important charitable initiative NJY took was setting up Icfai Republic School, especially for children from the economically and socially underprivileged segments of the society thereby making good quality education accessible to them. This is another evidence of his efforts and desire in developing inclusive institutions and expanding access to good quality education to the children from the underprivileged segments of the society.

Proof of the contribution NJY made to higher education exists in the form of Icfai graduates

numbering over thirty thousand pursuing successful careers with more than a thousand employers with over fifteen percent working overseas. Not only Icfai graduates, but a number of former Icfai employees enriched with work experience at Icfai and having worked closely with NJY occupy very senior positions in several higher education institutions. All of them still maintain close links with Icfai through electronic social media like Facebook and professional networks like LinkedIn creating Icfai specific groups.

Creating and managing private higher education institutions in a non profit and non-stock format in an extremely complex and ever changing regulatory environment and yet ensuring quality is really a very challenging task. It can be said that Yasaswy set a role model in creating and operating higher education institutions without financial support from the Government or the corporate houses and without any political support. This was possible because of his strong convictions that he was on the right track and what all he was doing was for the public good. In the first twenty-five years of Icfai, many complex issues arose. He tackled them most creatively and ethically always keeping the larger social interest in mind.

As a person, I saw in him a great friend, well-wisher, guru and ethical advisor.

I salute him for his selfless service to the great cause of education in India. The model he developed to my belief is unparalleled anywhere in the world especially the scale with which it has emerged.

Some Thoughts on NJY

J. Mahender Reddy

After a stay of 7 years in the US, I returned to the Administrative Staff College of India (ASCI), Hyderabad, in June 1972. In 1974, there was news going round the College that a brilliant young Chartered Accountant had joined. That was Mr. NJ Yasaswy. I met him several times in the coffee room and had lunch with him in the College dining hall. He had a great sense of humor which attracted me to him.

One of the well known programs in the Staff College was the five-week program for “Young Managers”, popularly known as PYM. I had the privilege of directing that course in November 1974. Dr. Manmohan Singh, the then Chief Economic Adviser (Present Prime Minister) to the Government of India, was invited to address the participants of the course. Yasaswy attended the lecture. He delivered a series of lectures in the area of Finance during this program.

Best Teacher

I sat through several of Yasaswy’s lectures at the college and found him to be an excellent teacher. His style of teaching was to first ask

questions, pause a while for the participants to think and respond, and thus generate a discussion. He would then give the final answers. He activated the thinking process of everyone and made the entire class participatory. Added to this, his sense of humor made the sessions even livelier and he used to get the highest ratings in the faculty evaluation by participants of the various courses he taught at the College. Even though a young man, his teaching performance was on par with the senior most faculty members in the College. This is no small achievement at the age of around 24. He was a genius.

Trip to Nagarjuna Sagar

It was customary to take the participants of PYM for an excursion with an overnight stay. I decided to take the participants to Nagarjuna Sagar. I asked Yasaswy whether he would join us along with his wife.

He readily agreed. Sobha and my wife gelled very well. It was a memorable trip. We enjoyed the tour and we became closer from that day onwards.

In the mid-80s, we visited his house in Journalists' Colony close to the Nagarjuna Hills office. He was a great host and took time to brief me and my wife about his children Tejaswy (son) and Vennela (daughter).

Beginning of my formal association

I met him again in May 2002 at his famous 19 Nagarjuna Hills office. I was impressed particularly by the plaque mounted on the wall displaying a copy of Abraham Lincoln's handwritten Gettysburg Address.



J. Mahender Reddy has been associated with Icfai since 2002, and is currently the Vice Chancellor of the Icfai Foundation for Higher Education (IFHE), Hyderabad.

He was very modest. He asked me straight-away whether I could teach some of his students. He did not give me the slightest hint about the proposed Ph.D Program to be launched at Icfai. He then advised me to meet Dr. V Panduranga Rao, the then Director of Icfai Business School. Subsequently, I joined Icfai and very soon took over as the Principal of the newly established Icfai Institute for Management Teachers (IIMT).

He took a keen interest in the development of IIMT. He attended every meeting of the Advisory Committee which consisted of eminent management experts from across the country. He took a personal interest in the inaugural function of the first three batches. He also wholeheartedly supported the Visiting Scholar Program which helped produce high quality PhD scholars from IIMT.

Research Groups

As a step toward promoting research, he organized the faculty and research scholars into several mutually exclusive groups in the areas of Marketing, Finance, Economics, HR, Opera-

tions Management, etc. He used to chair these meetings to know how far the faculty was fulfilling the targets of research, case writing, etc. This inculcated a culture of research in Icfai.

Icfai Foundation for Higher Education (IFHE)

In February 2009, he appointed me as the Vice Chancellor of IFHE, deemed to be university. I resigned as the Vice Chancellor of Icfai University, Tripura, and took up the new assignment. I am extremely grateful to him for reposing confidence in me. I tried my best to come up to his expectations. We used to have campus review meets every quarter to review the teaching, research, administration, HR matters, campus maintenance, etc. at the university. I suggested that we call those meets Meetings of the Internal Quality Assurance Cell as the university by then had been accredited by the NAAC. He immediately agreed with my suggestion and we continue to have these meetings every quarter under the name IQAC.

He used to attend these IQAC meetings regularly and they lasted a full day. He reviewed the university's operations critically. He was very keen on ensuring the quality of campus maintenance. He mentioned at one meeting that if on a scale of 1 to 10 the maintenance of Hyderabad International Airport was 10, then we should achieve a level of 8 in the maintenance of our campus. He was very keen on ensuring that the stay of the students in the hostels was very comfortable. In particular, he was very keen on regular supply of hot water to the students. He also initiated an online complaint system and ensured the prompt redressal of these complaints.

The steps initiated were reviewed during the quarterly meetings.

Focus on Case Research

He is the architect of case research in Icfai. His aim was to ensure that cases were written not only by the staff of the Case Research Center but also by the entire faculty as well as the research scholars. He was of the view that it was this integration between teaching and writing of cases which would make this business school a great institution. In the quarterly review meetings at IFHE he used to meticulously review the progress of cases developed, revenues generated over the years, as well as the quarter to quarter growth. It is his keen interest in the development of cases that resulted in the cases produced by IBS Hyderabad winning several prizes at international competitions including the 'Best of the Best' award jointly with Oxford University for the case 'Water Health International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers,' at the prestigious case writing competition organized by the European Foundation for Management Development. He was very happy about the prizes won by the Case Research Center at IFHE.

Humility

I attended a C P Brown Academy function where Late Prof. BH Krishnamurthy was given an award by C P Brown Academy. During the function I asked Yasaswy, "While you are honoring others for their outstanding work, who is going to honor you?" What I was trying to convey to him was recognition of the contribution he had made to the cause of higher education by establishing a number of institutes of higher

learning by an award like the Padma Shri. When I raised this, he simply brushed it aside.

Appreciation for lectures by eminent persons

He was deeply appreciative of the visits of eminent personalities to the IFHE campus in Hyderabad. He publicly acknowledged the efforts that I made. I remember his mentioning particularly the four lectures by Padma Bhushan TN Srinivasan, a distinguished Professor of Yale University, on July 15-16, 2010. The lectures were presided over by Padma Vibhushan Narasimham, Padma Vibhushan YV Reddy, Prof. Rakesh Mohan of Yale University, and Prof. Shankar De of the Indian School of Business. The four lectures were subsequently published by Oxford University Press under the title “Growth, Sustainability, and India’s Economic Reforms”. Yasaswy was highly appreciative of this book which was released in Delhi by the then Home Minister, Sri P Chidambaram, on July 15, 2011, exactly one year after the delivery of the lectures.

Yasaswy asked me why I did not go to Delhi to attend the book release. I told him that Dr. Abid Hussain, the then Chancellor of the University, was representing us at the function and that he had also been invited to be one of the speakers. I also told him that I had to be in Hyderabad to preside over the lecture by Prof. Aravind Panagaria of Columbia University on the same day. He was convinced with my reply. That is the kind of eye for detail that he had.

He had suggested the names of several other distinguished personalities to be invited to Icfai. Prominent among them were Padma Vibhushan Dr. Prathap C Reddy, Chairman of Apollo Hos-

pitals. We invited Dr. Prathap C Reddy for the 2012 April Convocation of the University. Dr. Prathap Reddy explained how Yasaswy helped the Apollo Group of Hospitals achieve a turnaround and realize a higher rate of growth. Dr. Prathap Reddy described Yasaswy as the Doctor for the Doctors. He also announced presentation of two annual awards in that Convocation. The Yasaswy – Apollo Hospitals Prize of Rs. 1 lac to be given annually to the Best Teacher and Rs.50,000 to the Best Student in the University.

Similarly, Yasaswy advised me to invite Prof. Vijay Govindarajan way back in 2010. Prof. Govindarajan was an outstanding student of Harvard where he got his Ph.D degree. VG was awarded the Robert Bowne Prize for the best thesis proposal. He also received his MBA with a distinction from the Harvard Business School where he was included in the Dean’s Honor List. Prior to this, VG had received his Chartered Accountancy degree in India where he was awarded the President’s Gold Medal for obtaining the first rank nationwide. He was well known to Yasaswy. He delivered a special lecture on 9th January 2013 on the topic “Reverse Innovation”.

Objective of Icfai Universities

During a FedUni meeting held at 63 Nagarjuna Hills, Yasaswy was once explaining his plan of expanding the number of universities in the Icfai system. I asked him what the special feature of each university would be. He clarified there would be no special focus for any of the Icfai universities. The sole objective of

all of them would be to provide quality higher education.

The last official meeting

The last official meeting I had with Yasaswy was at 19 Nagarjuna Hills on 12th September 2011. It was a video conference meeting and was related to the review of international linkages. It was for about an hour and a half. I was sitting next to him. He did not talk much that day. At the end of the meeting, he suggested that the crucial meeting on case studies at IBS Hyderabad to be held on 13th be postponed to a future date as he was indisposed. After the conclusion of the meeting, I asked him whether he should take antibiotics. He said no, and added that it was a simple fever and a Crocin tablet would cure him. He also instructed his office to postpone his travel to Bhubaneswar where he was planning to go with his family.

After 13th September, 2011, he did not come back to the office and the case review meeting never took place. I was looking forward to it as it was an important meeting to spell out his ideas on how the churning was to be done in the cases employed in teaching MBA classes. Basically, his idea was to have classic cases which would remain the core of the course and did not need to be replaced. Other contemporary cases needed

to be changed with the older ones being replaced with more up-to-date cases temporally and contextually. He also said that the composition should be a balance of North American, European, South East Asian, and Indian cases. Further, there should be a balance between simple, moderately complex, and advanced cases.

Summing Up

To sum up, he built several B-schools, engineering colleges, and universities as a first generation entrepreneur. The entire Icfaï was built through private initiative without governmental funding. From 1991, with liberalization of the Indian economy, Yasaswy spent all his energy on Icfaï which, over the years, grew to be a role model. He was a hard taskmaster but appreciated and complimented those who did good work. The Icfaï Foundation for Higher Education, a deemed to be university, was close to his heart. He stood for excellence in the quality of education offered, absolute discipline, professional management, and team spirit. His greatest asset was clarity in thought. He was a charismatic personality, a great motivator, a visionary, and a genius who lived years ahead of his time. His vision will continue to guide Icfaï for years and decades to come. We all need to work with absolute sincerity, commitment and tolerance to achieve his vision.

NJY as I Knew Him

Y. K. Bhushan

I had the opportunity of first meeting Mr. Yasaswy way back in 90's when the MBA programme was launched by Icfai along with the CFA following a meeting of the Directors of Management Schools across the country held at Hyderabad under the auspices of Icfai. Mr. Yasaswy particularly appreciated the support I provided to the idea of Management Schools taking up the programme and cooperating with Icfai. Following the meeting, we had the opportunity of attending the impressive convocation function of Icfai. I do recall with nostalgia the visit of Mr. Yasaswy to NMIMS to speak about the MBA programme. NMIMS then under my Directorship readily embraced the idea and agreed to his suggestions.

Years rolled by and in 2002 when I finally retired from NMIMS as its Director General after 18 yrs of institution building, I had an invitation from Dr. V. Panduranga Rao, Director IBS to join IBS Mumbai as a Senior Advisor. Following my meeting with Dr. Rao, I was invited to Hyderabad for a short informal meeting with Mr. Yasaswy at which, the then Director of IIM

Kolkata, Late Prof. Ramu Iyer was also invited. I was pleasantly surprised to know about the culinary choices Mr. Yasaswy revealed in selecting the menu at our lunch at Hotel Taj Banjara. I was completely won over by his disarming care and courtesy and the decision for me to join IBS Mumbai became final.

Once I joined IBS Mumbai, I had numerous occasions to meet Mr. Yasaswy at meetings and outside. I specially recall some occasions when he impacted me deeply by his sense of focus and personal charm. The first meeting that comes to my mind was in his room where he shared with me the book on '*Bhagavad Gita*' written by his father. Dressed in his usual simple attire and with a smile on his face, he talked about his father having been a teacher with a special sense of pride.

Another occasion that stands out in my mind is his warm references to me in the midst of a meeting and his appreciation for the leadership I had provided to IBS Mumbai, and the manner in which I had brought it up. His sense of gratitude was so marked that he made it a special point to mention my support to Icfai both

in launching MBA and CFA programme and in instituting Icfai Best Teacher award in AIMS during my Presidentship.

In the long Executive Council Meetings of IBS, Mr. Yasaswy showed a 'no nonsense' approach to the management of agenda and was an absolute stickler for punctuality. He never allowed a meeting to be started late and made it clear to everyone that he expected all to be punctual. While he was sometimes intolerant of poor or non-performance, he also acted as an excellent mentor for all of us. Thanks to him, I have had a tremendous learning experience at Icfai over the last 10 years even after I came from a well-recognized successful stint in institution building at NMIMS.



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is the Vice-Chancellor of Icfai University,
Meghalaya and Senior Advisor,
IBS Business School, Mumbai.*

I did mark that he was particularly kind to me in view of my seniority in age and my long experience in the field of education. While, he could be absolutely formal and business like in meetings, he was very friendly and informal during the lunch break and the time when the meeting was over.

I had a special admiration for Mr. Yasawy for his grand vision for Icfai and his navigational skills in the implementation of his strategies. He was a teacher par excellence and one wished that he had more time to give the benefit of his erudition and experience to all of us and even to the students.

Even when Mr. Yasawy (fondly addressed by all as NJY) was the chief driver of Icfai, he never pushed himself to the fore on formal occasions, choosing to lead from the back or taking a place on the sidelines. This streak of

humility did baffle me but was a part of the lovable persona of NJY.

Whenever I had the opportunity of spending sometime before and after the meeting, he called me into his office. In our informal meetings over a cup of lemon tea talked about various issues including philosophy of life and the happenings in the educational and national domains. I was very much touched by his gesture of seeing me off at the last door whenever I visited his office.

Two years back when I celebrated my 75th birthday, I invited him to a small celebration in Mumbai. Even with an extremely busy and sometimes punishing schedule of meetings, he did find time to come to Mumbai along with Mr. S. K. Sharma, Director IBS Hyderabad. Remembering that I had conveyed to him the desire of my family members to meet him, he made it a point to sit through the entire evening and interacted with every member of my family, young and old, making fond enquiries about their life and work. All my family and friends were deeply touched by his warm participation in the function and the way he met and talked with everybody. That indeed was his way of deep concern for people even with his unflinching task-mindedness in pursuit of excellence.

My last recollection of NJY is about his visit to Mumbai to speak at the 2nd Icfai silver Jubilee lecture delivered by Dr. Shailendra Ghorpade, Executive Vice President of MetLife's insurance operations in Europe, Middle East and India in May 2011. His coverage of Icfai growth and his vision touched everybody and left a deep impact

on the distinguished guests, specially Dr. Anil Khandelwal, former Chairman of Bank of Baroda and Dr. K Ramakrishnan, CEO Indian Bank's Association and former Chairman, Andhra Bank. He was extremely warm with me and others and specially paid an unforgettable compliment to me saying that, "if I had institutional leaders of Prof. Bhushan's type I would open a hundred campuses of Icfai". I regard that as a highly generous compliment from an institutional leader to me in recognition of my humble contribution to institution building.

When NJY was gifted an 'iPad' by his son Mr. Tejaswy, he became its avid user and started using it to exchange his ideas about some significant writings specially in the 'Economist'.

A great intellectual, a die-hard learner through constant questioning about people and environment and a man with steel resolve, NJY's sudden demise left a deep void in the minds of all of us who knew and worked with him and who had the pleasure of exchanging learning with him. This is expressed in a couplet which I shared with Mrs. Shobarani Yaraswy at the time of the inauguration of the 500 seater 'NJY Memorial Auditorium at the first NJY memorial Lecture on October 08, 2012 at IBS Business School, Mumbai.

*"Woh Na Hoga To Kya Kami Hogi
Bus adhoori si Zindagi Hogi"*

(What would happen when he is not around
Life will be left incomplete without him)

Let us join together and complete the unfinished task left behind by the sudden departure of NJY on October 08, 2011.

A Great Motivator

V R Shankara

I heard about Shri N J Yasaswy garu in 1960's as a student in High School. He was a few years my senior, in College in Guntur. The name "Yasaswy" attracted me even before I met him. I used to see him participate in the Inter Collegiate Debates. He was known for oratory skills and academic achievements.

In early 70's when I went to a book shop "Navayuga Book House", Sri Yasaswy garu was intently looking at the books and he had already kept aside some for purchase. He was wearing a white shirt and was looking beautiful and radiant under the tube lights. He was already known in college as Commerce Topper and I just followed him for a few minutes in the store. When he finished his selection, I went up to him and said "Namaskaramandi". He smiled at me and enquired about me. He was unassuming, simple and stunningly handsome. He asked me to meet him if I needed any help in studies, at any point in time.

The first encounter is still ever fresh in my mind!

Sometime later I heard from some friends that he complained to ICAI about unethical practices by a CA, who displayed large sign board in violation of specified norms, under intimation to that particular CA and another instance of critically speaking about eroding values and ethical practices in the CA profession at a meeting held by the southern council of ICAI at Chennai – all this while Yasaswy garu was still pursuing CA Program and faced a threat of cancellation of registration with ICAI!

I felt here was a person with guts to speak out what he felt was right without compromising for selfish needs and ends.

A couple of years later he was married to my first cousin and when he first visited our house with his parents to see the girl, it was a thrilling moment! I reminded him of my meeting with him at Navayuga Book House and he smilingly acknowledged. By that time he completed CA and CWA and stood all India first. He was popular among student crowd for his brilliance and outstanding achievements in Academics.

After Yasaswy garu's marriage I used to meet him frequently and it was always a pleasure to be with him as one never knew how time passed. He was a conversationalist full of wit and jokes and at the same time when he spoke about matters of importance, it was always an enriching experience! He was a voracious reader and could speak on any subject with such clarity that even a normal average person could get easily educated and enlightened just by listening to him.

He became the most admired person in our family circles. He was working for ITC at Guntur at the time of marriage and very shortly afterwards joined ASCI as faculty and shifted to Hyderabad. I used to spend most of the time with him whenever I visited Hyderabad.



V R Shankara, Registrar of the Icfai Foundation of Higher Education, Hyderabad, was associated with NJY in his various activities from 1977-2011.

During one of those visits he mentioned about writing his first book "Finance for Non Financial Executives". When the manuscript was ready and given to Swarajya Press, Padmarao Nagar, Secunderabad, I had the opportunity of accompanying him to press in the evenings and I was amazed at his knowledge of printing work. The owner of the Press Shri Kautha Manohar became his admirer and went out of the way to satisfy his printing requirements. At that time he floated "Management Education Services" (MES) to publish the book and that was the time I noticed the entrepreneurial dimensions in him.

He used to share his thoughts about developing MES into a big enterprise. The book "FNFE" was an instant hit!

A year later or so, around 1977/78, he called me one day and asked me to join an investment and financial consultancy company he incor-

porated as “Hyderabad Investments and Financial Consultancy Services” – HIFCO Pvt. Ltd. I was thrilled and immediately resigned from the company I was working in and joined HIFCO.

The entrepreneur in him started growing. HIFCO started the activity with publishing a monthly investment magazine “Current Investments India” – the first of its kind at that time. He put me on the editorial board and entrusted the responsibility of running the magazine, giving full support from behind. He was still with ASCI.

Initially I was scared as I never had any exposure nor any experience in that line of activity. I thought I would be given responsibility of administration and office work, but his encouragement and motivation were such that I was contacting Mr. HP Ranina, Mr. AN Shanbagh etc and other luminaries in the field of Taxation, Investments, and in no time gained confidence to handle the responsibility given to me.

The magazine became very popular within no time so much so that people from big Broking Houses, financial consultancy firms, Investors from Bombay, Bangalore, Delhi, Madras, Kolkata and other cities used to contact us to express their views on material published.

That was Shri Ysaswy garu—a Great Motivator, who helped people work with confidence in whatever job was given!

Later, he resigned from ASCI and involved full time in HIFCO to develop multiple activities. Around that time the Nagarjuna Steels Ltd. the parent company of Nagarjuna Group (Group formed later) gave the assignment of promoting their fixed deposits scheme introduced for the first time.

Shri Ysaswy garu asked me to organize investors meet at Vijayawada. I camped there for a week for organizing the meeting which was addressed by late Shri KVK Raju garu, MD of Nagarjuna Steels Ltd., Shri Ysaswy garu accompanied by other Directors of the company such as Shri N Rao garu, Shri AVS Raju garu etc.

To my delight, the meeting was attended by large crowds beyond the capacity of the venue and expectation of the company people. Shri Ysaswy garu was supposed to return to Hyderabad along with Shri KVK Raju garu and others by night train. But he got his ticket cancelled and we both flew back by air the next day from Vijayawada (Gannavaram airport).

That was my first experience of travel by air (which was a luxury those days) and gave me the feeling that he wanted to appreciate my performance by the reward of my first flight travel! Such was his benevolence!

The same year he started giving Budget Analysis speeches – to start with at Hyderabad and later added Bombay and Bangalore also. The way he used to analyse the Budget and enlighten the Public was unique and he became very popular among the investor community and professional and corporate circles. He soon acquired reputation as a Management and Financial Consultant at All India level and there was no looking back.

In the early part of 1980's with the encouragement of Shri KVK Raju garu of the Nagarjuna Group (as told by Shri NJY Garu) he became an

Industrialist by floating few Public Limited Companies and became an entrepreneur of large scale in a short span of two to three years.

However, he felt after spending a decade and odd in running those companies along with a partner that it was a mistake to have entered such areas of business where he himself admitted “I did not have core competencies”. He had the courage and guts to make such a statement. For various reasons the companies he established faced closure. However, though it would have been a tremendous pressure on any individual in such circumstances, he bravely discharged his responsibilities towards employees, financiers, and banks in the best possible manner and never tried to escape from or avoid the responsibilities. Such was his character.

But throughout he never ignored his academic pursuits and continued to write books on finance, investments and taxation and also started Icfai in 1985. From 1990 onwards he began paying full attention to Icfai which was very close to his heart and where he used his core

strength and made it into a banyan tree consisting of Universities, Institutions, Research and Publication centers etc.

Shri Ysaswy Garu was a great dreamer and a visionary. Several times he would mention about the need to set up quality education institutes and how abundant availability of access to quality higher education can mitigate the problem of reservations in admissions to higher education in the country. In that direction, he wanted to set up Universities and Institutions all over India and achieved the distinction as the foremost pioneer of Private University System at all India level.

More than three decades of my continuous association with him make me feel that he was a unique personality who was stunningly handsome, great visionary genius, jovial, unassuming, very brave, a great motivator and a terrific organization builder.

His greatest contribution was to mould available people to achieve greater rewards by training, motivating and encouraging them.

My Musings

T.S.R.K Lohit

During my school days, I knew NJY as the son of our revered teacher Sri. N. Venkateswara Rao. Later I was associated with him through a common friend. This association started around 1958 and continued till 1965—till I left for Chennai to pursue my CA course. Between 1965 and 1969 we were in touch through personal interaction whenever I came home for holidays. When I was away at Chennai, we communicated through letters.

During School and College (between 1958 and 1965), we had a group of common friends that used to meet on Sundays and holidays, in the evenings, and discussed topics of all kinds. It was during those days that my initial impression of him was formed. As I interacted with him, my impression of NJY was that he was unique. What made him stand out was his unique, rather non-conformist attitude and fearless expression. Apart from this basic quality, he was a very jovial friend cracking jokes in good humour on anything and everything.

Those were the days of carefree enjoyment. The nostalgic meeting points in Guntur were in front of “Booklovers”, or at the “Railway Goods Yard” or near the newly constructed “Railway over bridge”

I distinctly remember one incident wherein someone attempted to assassinate “Jyoti Basu” the communist leader from West Bengal. The bullet missed him but went on to hit and kill another person who was standing close to the leader. On hearing this, NJY’s instant and rather ironic comment in Telugu was “That’s why our elders say *Dustulaku Dooramugaa Vundumu*”—meaning Stay away from evil people!

His academic brilliance was unparalleled among our peers. Everyone thought that he would become a great doctor or a genius engineer or a world renowned scientist. However, everybody including I was surprised when he joined PUC with Commerce group. Of course, he went on to create history by breaking all academic records in PUC, B.Com, Cost Accountancy and Chartered Accountancy courses. That’s a story that everyone is familiar with.



*T.S.R.K Lohit, a Chartered Accountant,
had a long career of three decades
with the Birla Group and British Gypsum.
He has been working with the Icfai group since 2003,
and is currently Director (Finance).*

In Chennai, during 1966 to 1969 I was among the few top CA students since I passed both the groups in the first attempt. By then, NJY was already famous at the National level with the Costing and CA student communities. As such, my stature had increased manifold among the CA students who were the residents of YMIA (Young Men's Indian Association) hostel when they came to know that NJY was a friend of mine. Many of them were awestruck to see a couple of letters NJY wrote me. At that point my pride knew no bounds and I enjoyed and cherished every moment of recognition thanking NJY silently in my mind.

I worked in Delhi from 1986 to 2002. Then during 2003 circumstances forced me to relocate myself to Hyderabad and I was looking for a suitable job opening. I approached NJY and placed my request with him. He was kind enough to offer me a job immediately and I shall remember him with gratefulness throughout my life. His act of kindness brought my life back on track with honour and respect. From 2003 to Oct 2011 I essentially looked up to him as the Boss.

Summing up my association during these 8 years, I have a few observations about him.

He had great leadership qualities and he was a benevolent leader rather than a Boss. For me, this was a totally new and much awaited experience. This was because during my Corporate career spanning nearly three decades, I had worked with bosses who bossed. I, however, felt the lack of a proper Leader until I met NJY. I take great pleasure in the fact that that I actually told him so during a conversa-

tion after a formal meeting. He took on the compliment with great humility.

Further, it appeared to me that doubt never racked him on any issue. As an executive, I used to deal with many issues concerning finances, bankers, taxes etc, which were complicated and often offered no immediate solution. But after a brief meeting with NJY, solutions seemed to offer themselves up. As a consequence my mind would be relieved and I would be up for further challenges. Such was his power and grip on various matters.

He had the capacity to instill confidence in people who approached him for solace or guidance. This was amply substantiated when I took seriously ill and was bed-ridden. I was in despair when he sent me a mail sharing a personal story. When he was in the 8th or 9th class his father explained the meaning of a poem from Shakespeare's 'As You Like It'. The poem appears in Act 2 Scene 1 of the Play. NJY said that he learned two very important aspects of life from the poem.

1. Sweet are the uses of adversity.
2. There is Good in every thing.

To quote him "In my life, I am immensely benefitted by these two phrases. They are the greatest gifts to me from my father."

I would have to say at this point that his father must be so proud of him. These principles were always close to his heart. They turned each adversity into an opportunity and every grey cloud of his was always highlighted by the proverbial silver lining. Adversities were stepping stones and anything seemingly bad was hiding hope behind it. These principles were his shining beacon of light, guiding him through any and every darkness, propelling him to great heights.... from where he lead us all!

To conclude, I wish to say that during these eight years, my family members and I came to treasure our interactions with NJY and his family. I am happy and feel proud that all my children and sons-in-law have had the opportunity to know a great man like him and respect him immensely. His unique presence will envelop us and guide us constantly. May peace be with his Family.

The Unforgettable Journey With NJY

Col VRK Prasad

*The woods are lovely, dark and deep
But I have promises to keep
And miles to go before I sleep
And miles to go before I sleep*

– Robert Frost

Promises he did keep, miles he did go, far too many of them before going to sleep on 8th Oct 2011 to the extent Robert Frost may have to come alive again to reword those beautiful lines. That was Nandury Jyothirlakshmi Yaraswamy, NJ Yaraswamy for some and NJY for many others. The man who truly believed in the words of Jan Piaget (Swiss Psychologist) “*the principal goal of education is to create men who are capable of doing things, not simply of repeating what other generations have done*”, and even lived by them. Spearheading the management education movement, raising of eleven private universities network, both presumably the largest, and taking the organization to the pinnacles of higher education echelons in the country is no mean achievement for a man of humble origins, and all this with

no external support or funding. May his tribe increase.

I still remember the day in early Mar 1999 when I met him for the first time in his office. The interaction was a learning experience, and for me it was a case of ‘high respect in first sight’. It was only a year later that I joined IBS Hyderabad in March 2000 and never did I look back even once, ever since. The kind of vision and enthusiasm he expounded was something one rarely comes across as he taught everyone around him to think, and dream big. Not every leader would ask his team in Aug, 2001 to make a three class room rented premises business school (IBS in Plot No.53, Nagarjuna Hills, Hyd) to land in top ten of the country in the next five years. And yes it was his sheer grit, determination and driving force applied month after month through reviews that made us the tenth ranked institution, not in five years but in four years flat, not in one survey but at least in two of them, if my memory serves me right.



Col VRK Prasad, a telecom Engineer by training had a long tenure in the Indian army before joining the Icfai group in March 2000. He has been heading the projects and lands division of Icfai for the last six years.

Growth and fancy numbers were a major part of his vision, no doubt IBS, Hyderabad is the largest business school not only in the country but probably in this part of the world too. So is the case with the private universities of which he dreamt of atleast 15 and established 11 and most of them with state of the art and sound infrastructural facilities, which are a standing testimony to his missionary zeal in promoting higher education in the country. His kindness would remain permanently etched in the history of Northern Eastern states where 5 Icfai Universities were established an initiative which by itself was pioneering and noble. His CSR initiatives through ALCs (Alpha Learning Centres) and Icfai Republic Schools (IRS) were laudable. He had a perfect eye for detail even in things highly technical. He was a keen learner himself, no matter what the subject was. He possessed astounding energy levels, conducting any number of meetings from morning till late in the evening dealing with varied topics under the sun and still looking very fresh even for the last meeting of the day. Not once did I ever notice him having lost his cool but for a little frown; to that extent he was a 'great leader showing ability to make decisions and act boldly in the face of set backs and adversity' (Kautilya's Arthshastra). During our long association there were many difficult days for Icfai but neither did he buckle nor he allowed us to.

He was a teacher par excellence, all his meetings, one on one interactions and presentations (very few) were like mesmerizing sessions for me and he was a true son to his great teacher

father. As a person he had the softest voice but the firmness was like a military command and it gave me immense pleasure in going back to him reporting compliance much before the set dead line. A very shy person by nature, he always shunned publicity. I remember to have been admonished for publishing his photographs of foundation laying ceremony of Raipur campus in one of the institutional news letters. A man of simple tastes, wearing mostly plain half sleeved shirts, relishing any number of lemon tea cups and generally with a smiling disposition, he was 'simplicity and elegance' personified. The razor sharp memory he possessed was really unbelievable as during meetings he would recall the observation he made months ago, which is not complied with, to the utter embarrassment of the concerned. As a voracious reader his comprehending capability and the contextual quoting used to leave the listeners spell bound. He was very liberal with compliments and a little mild in reproof.

To me personally he was a typical level 5 leader of Jim Collins. He rarely addressed a general audience. I had the unique privilege of having him talk on 'Institution Building' during one of my book release functions on 11th March 2011.

He had this uncanny skill of identifying the talent in people irrespective of their qualifications and background. Punctuality was his second nature; no doubt he had so many service officers working for Icfa. He could extract work from the toughest nut with consummate ease.

I never knew for myself that with a telecom and electronics engineering background in the

army I could execute so many campus (civil) projects in the last seven years, a fact which I myself cannot believe. I don't think it would have been possible under anyone else. Secondly the way he literally pushed people in their publication efforts through regular research group meetings looked irritating at times but on hind sight everyone including yours truly, sincerely attribute their success in the area to this legendary educationist. I was singularly fortunate to have got every work of mine, be it an article, a research paper, or a book, reviewed by him first. When my Ph.D thesis was not accepted by a local university on account of 'too early submission' he asked me to keep the copies under lock and key and give the key to him lest I meddle with the contents as any normal researcher would do. Such was the care and concern he had for his staff. I have no qualms in saying that NJY takes the entire credit for making me an academic out of a soldier and I owe the intellectual streak if any in me totally to him only. But for his encouragement, motivation and insistence I could not have done anything in Icfa. I leave alone publishing. Every book of mine carried his name in the first para of the 'acknowledgements' page and the latest one is even dedicated to his memory, as a personal tribute to this great man.

The confidence and the trust he reposed in me by assigning me with varied and challenging tasks even outside the normal duty and his whole hearted compliments on accomplishing them will always remain with me to be cherished for ever, as I consider them to be the big-

gest rewards of my life. Serving under him was a privilege and a unique learning experience in its own way. Multi task handling as a skill was nurtured in me by him only.

Though one year has passed since he left for heavenly abode, I still feel he is around and amidst us, waiting for us in plot No.19 for the umpteenth meeting of the day. For me there was only one NJY, and there will never be another NJY again, probably the God Almighty wanted him to establish yet another Icfaï and

the remaining four universities up there in great heavens. To me he was a true soldier and soldiers never die but only fade away leaving their foot prints behind. Here I salute him, his noble soul and the immortal spirit. May God Bless.....

“Ordinary people believe only in the possible. Extraordinary people visualize not what is possible but rather what is impossible and by visualizing the impossible they begin to see it as possible”.

– Cherie Carter Scott

Man of Many Parts

G R K Murty

“Fired ... with love of glory still to come”—it is these words of Virgil that flash in my mind whenever I think of Shri N J Yasaswy, who like a priest rather than a hero, carried the mantle of his mission, the mission to create an educational opportunity to every aspiring youth, on his shoulders till unpitying death took him away.

Way back in 1985, combining his sense of duty to the nation, with his innate passion he began his journey with a few like-minded professionals to create an institution to educate the New India in financial management in its true spirit. And the capital to meet that destiny was: a hero’s readiness, stoic endurance, and a warrior’s ferocity whenever and wherever required, capped with an immense faith in the cause being espoused. Thus emerged a new institution trumpeting, “Give way, give way, something greater ... is being born”, the Institute of Chartered Financial Analysts of India. It is his *enargeia* and *aristeia* that breathed life into Icfai and gave it a shape of its own.

Thinking about Shri Yasaswy, I get reminded of that anonymous German who said, “To know

a man you must talk with him, eat with him, ...” for that is how I know Shri Yasaswy’s versatile genius and innate profusion of innovative ideas in every field that his mind stormed into, which makes one wonder: “How to catch a cloud and pin it down?” How to place him in any one discipline? Be it the management of a business, visualizing a new business opportunity, launching a social activity to make a difference to the lives of many, building an educational institution, designing a new course or its curriculum, contemplating a book on an emerging challenge—think of anything, he would be always there, ready with the intense spirit of a poet’s eye to render an amazing piece of advice that is sure to better the prospects.

Like Milton Friedman, he was also a strong believer in the virtues of a free market economic system. Indeed, his feeling of revulsion at the intrusion of government in every aspect of educating the youth was well reflected in the many daring initiatives that he undertook to take management education to the doorsteps of students hailing from even *mofussil* towns. He was a kind of rebel who, agitated by the inadequacies of the



G R K Murty, a postgraduate in agriculture, earlier worked in A. P. Agricultural University, Hyderabad and later in Bank of India. Currently he is working for IUP Publications, Hyderabad.

educational system around him and deciding that he should act, revolutionized the delivery of education through private channels in the country. Beholding the future in the present—foreseeing the regeneration of our archaic educational system so much more than many political dreamers could foresee—he pursued his goal of making quality education available by even defying the tradition with the confidence of those who have the inner light.

Shri Yasaswy had an insatiable thirst for knowledge—knowledge across the disciplines. He was an ardent fan of the Bard of Avon—how he longed to get his plays translated and published in Telugu! He read and re-read Adam Smith's *The Wealth of Nations* and was invariably quoting him in his presentations at many of the Faculty Development Programs that Icfai used to conduct in the 1990s and in the early years of 21st century. To let the young faculty learn how to mould themselves into effective ones, I must narrate a scene that I witnessed when I, along with Shri Yasaswy and two other colleagues, went to Hindu College, Guntur, to conduct an FDP for their faculty. After finishing our first day's program, as we were returning to hotel, Shri Yasaswy suggested that we should dine together. Accordingly, when I stepped into his room at the appointed hour I was spellbound by what I saw: Here was a man—who stood first in the CA and ICWA and with a known reputation for his intellect and knowledge across the nation, and the founder member and member of Board of Governors, Icfai—sitting on a chair, browsing through the transparencies meant for the next day's presentation one by one

with a child's curiosity and visualizing how he was going to articulate about each of the bullet points in the slides. That was his sincerity of purpose. And that was his quest for excellence in whatever he did. What a marvelous scene to cherish!

Despite his mind-boggling commitment to managing so many divisions of Icfai, he kept himself abreast of the research publications across the disciplines. Indeed, I often used to marvel at his citing the latest international publications and advising the Faculty of the Academic wing of Icfai that was responsible for bringing out course material and also to revise it from time to time. With 'Doric-discipline' and 'Platonic tolerance', he used to even sit through the discussions on designing course content for each subject of the CFA course that Icfai then used to offer in distance mode. With his deeply reflective intellect, vivid insights that require a mind as subtle and penetrating as his own, Shri Yasaswy used to suggest many inclusions/improvements/modifications so as to make the course material on par with not only international standards, but also to ensure that it took care of the requirements of the evolving market.

He was a great inspirer of people. As a leader, he took great pleasure in sharing his knowledge and also the sources of that knowledge with people around him. With his innate intellect that was further enriched by his voracious reading of books from varied disciplines, he was ever enthusiastic to suggest new themes that were often interdisciplinary in nature to his colleagues and to motivate them to author books. Aspiring that his B-schools should not remain

run-of-the-mill teaching shops, he created space for every faculty to express himself/herself by launching a separate division, the Icfai University Press, to publish professional magazines and Journals and even books. Today there is no Indian university other than Icfai which publishes as many as 27 journals in the disciplines of management, science, technology, arts and humanities that IUP publishes with a legacy of delivering them on time to the subscribers. What a foresight!

That aside, he had a tremendous capacity to take risks but always launched every initiative with an amazing clarity: 'ours is a private effort with a public purpose.' Being an erudite leader, whenever a new initiative was undertaken, he would invariably emphasize to his colleagues: "We are aiming at a future beyond our ken and control; let us, therefore, be open to learn and steer through cautiously." In the process, there did, of course, arise instances where he had to abandon some initiatives half way, modify a few in between and nurture some for long periods, but he accepted all this with a heart of humility as a part of the big scheme of things that he had in his mind. And he always remained alert to the impending risks, if any, and acted quickly to kill a project before it could adversely impact the rest.

I must say here that on such occasions of downsizing, he exhibited an impassive façade outwardly, but was perhaps as sad as those who were affected by those decisions. I must narrate here an incident that reflected Shri Yasaswy's concern for his employees. Once, while abandoning an activity, an employee had to be ter-

minated. On that occasion, he had this to say: "... at this age and with his background, he cannot get a job anywhere ... his children are still in school/college. Suggest to him to move to a new division and ask him to learn fast the skills required to carry on ... also the concerned Head may have to be a little more accommodative initially." I have knowledge of quite a few such instances where Shri Ysaswy's human-side was well reflected.

An interesting facet of his personality that aspiring managers must emulate was his habit of putting in meticulous homework before presiding over any meeting. I once had the pleasure of listening to him articulate his idea of seeking assistance from IBS alumni, in making the then nascent network of Republic Schools—an NGO of Icfai group—a pan-India organization offering quality education in English medium to children from urban slums. Looking at the amazing road map that he had presented to the meeting, one could not but wonder at the amount of homework he would have put in. He didn't stop there: he went on to describe how the creation of a credible organization would make all the difference in mobilizing resources from even alumni of IIMs and IITs for furthering activities of this nature. It was these innovative propositions that he used to come up with from time to time that often made me marvel at his other side of the personality—compassion for the less-privileged.

Shri Ysaswy was a great teacher. Looking at his innate strengths, plus his tremendous ability to think laterally and his excellent ability to articulate, I often used to wonder that if only he had allocated some of his time for teaching at the IBS, Hyderabad, it would have turned out far greater managers to Indian business. I know, of course, that he was not unaware of this; yet, I believe he had consciously chosen to be a leader to accomplish a greater vision—a vision to build a giant network of institutions that can turn out large numbers of managers. At times I wondered if he was not an ambitious leader—ambitious, of course, not certainly for self-aggrandizement but to build many things at the same time, and fast.

However, towards the end of his journey, his vision—eleven universities in different states, nine business schools, a plethora of distance education programs, a bunch of NGOs espousing varied causes right from education at affordable price to children from urban slums through vocational training to children from North-Eastern States to renaissance of Telugu literature—indeed became a great reality.

What a pleasure it was to work with such a seer of education! And how terribly I miss the delight of working with him!

Chocolate Mama

Manaswini Vavilala

In 2003, my parents and I were on our way to YsaswyMama's house. The last time I had seen him was over five years earlier and the only foggy recollection I had of him was calling him "Chocolate mama" or "Chocolate Mama" as a kid since he used to always give me one Cadbury's Èclair without fail anytime I met him.

As I walked into the Nandury's house and saw a beaming YsaswyMama in the front porch welcoming us with his signature grin, all the fond childhood memories I had spent with their family came flooding back. Spending Diwali on their terrace, taking field trips to Gandipet, all the meals we had together, all the love and warmth that YsaswyMama, Shobha Aunt, Vennela and Tejaswy showered on my family – none of that had changed in these five years despite the fact that my parents and I had moved out of the country and hadn't seen them in years. As anyone who has spent even mere minutes with YsaswyMama knows, that evening was filled with a lot of laughter, a lot of love and a lot of wisdom from my Chocolate Mama. After a long and wonderful dinner we

started to head out to the car, when he very sweetly and shyly asked me aside. He reached into his pocket, and with a twinkle in his eye took out a Cadbury's Èclair. He grinned and said: "I am Chocolate Mama after all."

Brilliant, generous, entrepreneurial, scholarly, successful – many superlatives can be used to describe N.J. Ysaswy, a pioneer in Indian management and academia. But for those of us who were blessed to know him well outside of his professional life, what set him apart from the rest of the world and made him truly exceptional was his humility and kindness, which were as natural to him as breathing. As I embark on my own business career, I have a slew of great businessmen and women to look up to. Forget Steve Jobs, forget Bill Gates, I would be proudest to be someone as respected, philanthropic, loved and humble as YsaswyMama.

With his passing, India has truly lost a great human being and his presence will be missed by hundreds if not thousands in Hyderabad and across the world. But of course, being the wonderful man he is, NJY has left behind a legacy in

his absence that most of us could not live up to even in several lifetimes. Icfai continues to mould the minds of India's future leaders and through the Icfai charitable foundation, thousands of Hyderabad's underprivileged children are being fed, clothed and educated.

Chocolate Mama – you will forever hold a very special place in my life and were one of very few people I could put all my faith in. Your absence will be painfully felt at every family event and get-together. You excelled in many roles; as a father, a husband, a businessman but the role I knew you best in and one in which you are truly irreplaceable is that of my father's dearest friend. For over 50 years, you have been his brother, closest confidante and trusted mentor. For all the affection and companionship that you have given my father (and our family), I express my heartfelt gratitude.

You are very dearly missed.



Manaswini Vavilala is the daughter of Brihaspati Vavilala. She has known the Nandury family since her childhood. She currently resides in New York, USA and attends Columbia Business School.

Reflections

Neeraja Tutupalli-Vangala

He was a study in Genius. His razor sharp intelligence and acumen gave rise to one of the most successful Organizations—Icfai. It created opportunities by the ton. Suddenly there were jobs for hundreds of people; education for aspiring students and guidance under a brilliant and benovelent leader. Everyone around him benefitted by his foray into the world. His countenance was peaceful, his demeanor pleasant. Yet he was always seeking. He always wore a smile. For anyone who needed it, he would somehow come up with a pearl of wisdom.

People looked up to him in his professional as well as his private life. Humanity was his guiding principle. In a world full of people who are trying to live by Morality and moral values and yet are always confused as to what the right values should be, his clarity of being came from Humanity and humanitarian values—The gold standard of life. Many who came into his life wanted to become better people of their own volition. His positive impact on those he knew was immense, yet his simplicity was admirable.

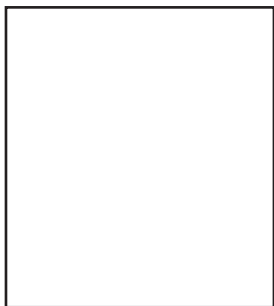
His helpful nature was so in abundance that one wonders how many people he must have pulled out from despair. His grace was true and people indebted to him—many. That was the

man that he was. And yet suddenly he was gone.

It was during one of our phone conversations. My Father reminded me that almost a year had gone by since Ysaswy uncle's sudden demise. He said that a book titled 'Maneeshi' was being compiled in his honour. I wanted to express my sentiments too. My family and I were among the hundreds of people who were the poorer for losing him yet richer for having known him. Left behind were all those who had been with him and admired him everyday. Left behind were all those who were yet to meet him and learn from him. Left behind were also those who were indebted to him waiting to repay it back to him.

I am one such person. Also my associations with Ysaswy uncle were brief and few, I really admired him and his wisdom. I am indebted to him for what he gave me and my family. However, the one thing that struck me to my core was his relationship with his mother.

In these times, where we have seen our fair share of discordant Parent-Offspring relationships, his camaraderie with his mother was heartwarming. Whenever I'd visit with them, I would be witness to them both discussing some



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current issue or other—each arguing their point of view vehemently; teasing the other for the view that they held; chiding each other for not being more agreeable. He would comment on how she lived in the modern world yet upheld old-world values. She would say that he was too open minded and free handed.

Through all this, the very palpable underlying current would be of love, admiration and friendship. His mother would never mind being chided and teased by him and he would never mind being reprimanded and scolded by her. Shobha aunty would lovingly watch on and sometimes sportingly join in the discussion and add a third dimension to it. I would always admire how she would weave into the tapestry of their discussion, her knowledge and love of our Mother tongue—Telugu. To the casual bystander, the harmony in their differences and the love they shared would be obvious.

One would wish for that in every family. Now that I am a mother, I too would wish for such a relationship with my son through the years. For a daughter who is all grown up, married and moved away to be attached to her parents is a blessing; But for a son to be so, would be a blessing doubled. So he was a good son too. Is there anything this man did not do well?

Today on the first anniversary of his Passing on... I would like to reflect on the great soul he was and express gratitude to the Universe for having brought us into his Sunshine... albeit briefly.



With Shri N.T. Rama Rao, the then Chief Minister of Andhra Pradesh (c. 1984)



With Mr. Alfred Morley, the then Chairman of CFA Institute, USA (c. 1985)



With Smt. Kumud Ben Joshi, the then Governor of Andhra Pradesh (c. 1988)



In academic robes, at an ICFAI convocation function (c. 1987)



At a meeting of ICFAI functionaries with H.E. Giani Zail Singh, President of India (c. 1987)



With Dr. C. Rangarajan, the then Governor of Andhra Pradesh and others



With Shri N.D. Tiwari, the then Chief Minister of Uttaranchal on the occasion of the inauguration of ICFAI University, Dehradun



With Dr. Manmohan Singh, Hon'ble Prime Minister of India



With Dr. Abid Hussain IAS (Retd.) (2001)



At an ICFAI convocation function (2011)



With some key functionaries of ICFAI Executive Management Team



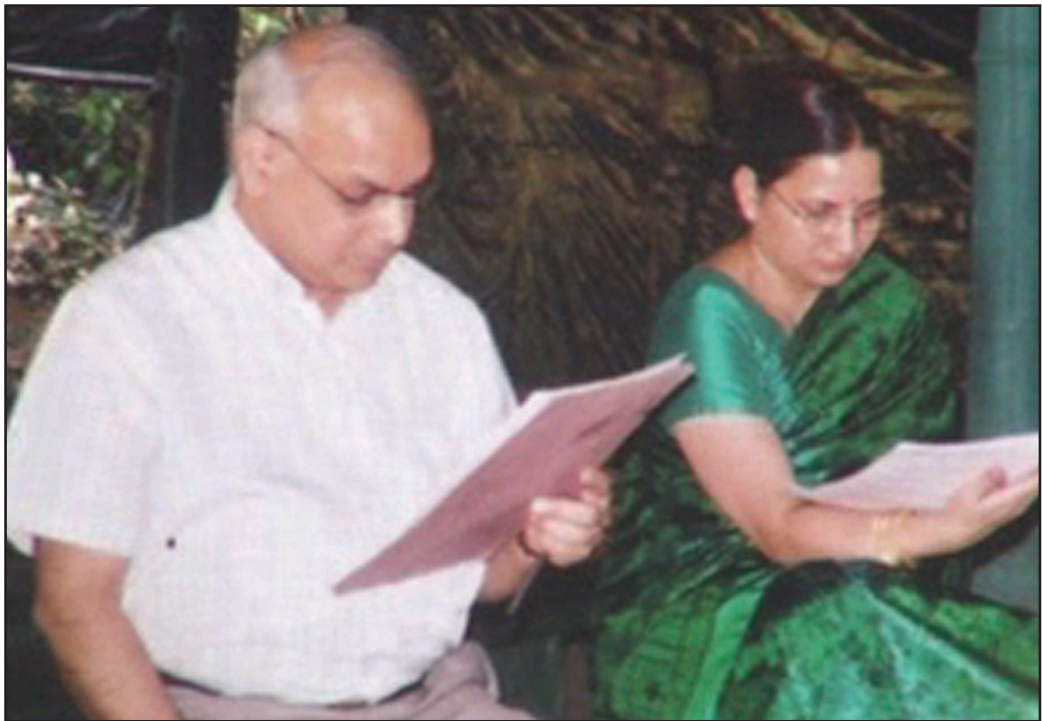
Speaking at a function in IBS, Mumbai (c. 2009)



At a Bhoomi Pooja function, at ICAFI University, Raipur (c. 2010)



With students of the ICAFI Foundation of Higher Education, Hyderabad (c. 2010)



At a function, with his wife



ICFAI Foundation for Higher Education
(IFHE), Hyderabad



ICFAI University,
Uttaranchal, Dehradun



ICFAI University,
Tripura, Agartala



ICFAI University,
Jaipur



ICFAI University,
Baddi, H.P.



ICFAI University,
Sikkim, Gangtok



ICFAI University,
Mizoram, Aizwal



ICFAI University,
Raipur



ICFAI University,
Meghalaya, Tura



ICFAI University,
Nagaland, Dimapur

జ్యోతిర్లక్ష్మీ యశస్వి!

ఎంత అరుదైన, అందమైన పేరో, అంతటి అసాధారణమైన ప్రతిభ! పేరు ఆయనను కన్న భాగ్యశాలుల సంస్కార విశేషాన్ని సూచిస్తే, ప్రతిభ ఈశ్వర ప్రసాదం.

1950 సంవత్సరం ఫిబ్రవరి తొమ్మిదో తేదీన, గుంటూరు జిల్లా తెనాలి పట్టణంలో జన్మించిన ఈ ప్రతిభా పారిజాతం పుట్టినప్పటినుంచీ పరిమళిస్తూనే ఉంది. మొన్న అక్టోబరు ఎనిమిదో తేదీన, స్వస్థానంమీద గాలిమళ్ళిందేమో, తన పరిమళాలు విరజిమ్ముతూనే ఊర్ధ్వలోకాలకు తరలివెళ్ళింది.

శ్రీ యశస్విగారి తల్లిదండ్రులది ఆర్థికంగా మధ్యతరగతి. కాని బౌద్ధికంగా, సంస్కారపరంగా అంతటి సంపన్న కుటుంబాలు అరుదు. నాన్నగారు శ్రీ సండూరి వెంకటేశ్వరరావుగారు గుంటూరు మాజేటి గురవయ్య హైస్కూలులో ఉపాధ్యాయులుగా పనిచేస్తూ, ఆ స్కూలుకే కాదు, ఉపాధ్యాయ వృత్తికే వన్నెతెచ్చిన సద్వర్తనులు. ఉత్తమ ఉపాధ్యాయుడికి ఆయన నిర్వచనం. తల్లి ఆదర్శ గృహిణి. విద్యావంతురాలు. పరుల బాధను తనదిగా భావించి స్పందించగల దొడ్డ యిల్లాలు. చీకటి కనిపించిన చోటల్లా చిరుదీపం వెలిగించే క్రియాశీలి. 1960 ప్రాంతం నించీ ఆమెకు సత్యసాయి సేవాసమితితో చాలా సన్నిహిత

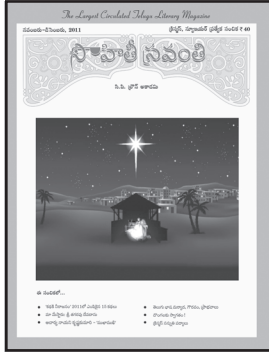
మైన అనుబంధం. దానిద్వారా, ఆమె సహాయం పొందిన నిస్సహాయ స్త్రీలెందరో! ఆ దంపతుల ఏకైక సంతానం యశస్వి రూపసి. అల్లారుముద్దుబిడ్డ.

చదువు సంధ్యలలో మొదటినించీ యశస్వి జగమెరిగిన మెరిక. ఒకటవ తరగతిలో చిన్న స్లిప్-టెస్ట్ నించీ సి.ఎ. ఫైనల్ పరీక్షవరకూ, యశస్వి పరీక్ష రాస్తే, ఇతరులకు మిగిలే మొదటిర్యాంకు రెండవ ర్యాంకే. మాజేటి గురవయ్య హైస్కూల్లో చిన్నతరగతులు చదివేటప్పుడే ఆయన తెలివితేటలూ, ఏకసంధాగ్రాహిత్యం ఉపాధ్యాయులనే ఆశ్చర్య పరిచేవి. 'పుట్టి నేర్చుకొనెనా పుట్టక నేర్చెనో చిట్టి బుద్ధులిట్టి పొట్టివడుగు' అని పోతనగారు చెప్పిన మాటలు తలపుకు తెచ్చేవి.

ఎనిమిదో తరగతిలో ఉండగానే యశస్వి తను ఛార్టర్డ్ ఎకౌంటెంట్ కావాలని నిశ్చయించుకొన్నాడు. ఆ రోజుల్లో మెడిసిన్, ఇంజనీరింగ్ తప్ప, పిల్లలకు గానీ వారి తల్లిదండ్రులకుగానీ మరో వృత్తే స్ఫురించేది కాదు. వ్యాపార, వ్యాపారేతర సంస్థలు నిర్మించి, తద్వారా సంఘానికి చేయగల సేవ, కేవలం ఒక వైద్యుడుగానో యింజనీర్గానో చేయగల సేవకంటే ఎంతో ఎక్కువని యశస్వి ఆ పిన్న వయస్సులోనే

గుర్తించాడు. అలా చేసేందుకు సి.ఎ. చదవటం ఉత్తమ మార్గం అని గ్రహించాడు.

1973 లో సి.ఎ. పరీక్షలలో దేశంలోనే ప్రథముడుగా ఉత్తీర్ణు డయ్యాడు. ఐసీడబ్ల్యుఏ పరీక్షలోనూ దేశంలో సర్వప్రథముడుగా వచ్చాడు. దాంతో ఆయనకి దేశవ్యాప్తంగా గుర్తింపువచ్చింది. విద్యార్థిగా ఆయనను ఎరిగిన వాళ్లెవ్వరికీ అదో విశేషంగా కనిపించలేదు. ఔను మరి, స్కూలు విద్యార్థి గానే ఆయన ప్రతిభ జిల్లా అంతా పాకిపోయింది. ప్రతి తండ్రి, తన పిల్లలు యశస్విని ఆదర్శంగా తీసుకోవాలని భావించే రోజులు అవి. యశస్వికి పాతికేళ్ళ వయసు రాకుండానే గుంటూరు జిల్లాలో ఎందరో బుల్లి యశస్వులుండేవారు. తమ పిల్లవాడు ఆయనంత కావాలని, ఎందరో తల్లిదండ్రులు తమ పిల్లలకు 'యశస్వి' అని పేరు పెట్టుకొనే వారు.



కొద్దిరోజులు యశస్వి గుంటూరులో ఐటీసీ కంపెనీలో ఉన్నతొద్యోగంలో వున్నారు. నిండా పాతికేళ్ళకూడా రాకుండానే, అత్యంత ప్రతిష్టాత్మకమైన ఎడ్మినిస్ట్రేటివ్ స్టాఫ్ కాలేజీలో ఆచార్య స్థానం అలంకరించి, అనన్యసాధారణమైన పేరు సంపాదించుకున్నారు.

అచిరకాలంలో, ఆంధ్రదేశంలో సుప్రసిద్ధ కన్నలైంట్ గా కూడా ఖ్యాతికెక్కారు. 1975-85 మధ్యలో ఆంధ్రదేశంలో స్థాపితమైన వ్యాపార సంస్థలెన్నింటికీ ఆయన సలహాదారుగా, కంపెనీ డైరెక్టర్ గా సేవలందించారు. ప్రసిద్ధ పారిశ్రామికవేత్త శ్రీ కె.వి.కె. రాజుగారితో ఆయనకు అత్యంత సన్నిహిత సంబంధం ఉండేది.

1984-88 మధ్య ఆయన వ్యాపార విషయాల పరిజ్ఞానం అప్పటి ముఖ్యమంత్రి యన్.టి. రామారావుగారిని ఆకర్షించింది. 1986-88 మధ్య ఆయన ఆంధ్రప్రదేశ్ రాష్ట్ర సార్వజనిక వ్యాపారసంస్థల నిర్వహణ బోర్డు వైస్ ఛెయిర్మన్ గా, రాష్ట్రంలో గవర్నమెంట్ వ్యాపార సంస్థలన్నిటి

వికాసానికి కృషిచేశారు. ఆ రోజులలోనే ఆయన ఆంధ్రప్రదేశ్ స్టేట్ ట్రేడింగ్ కార్పొరేషన్ ఛైర్మన్‌గా కూడా పనిచేశారు.

1985లో డా. బెసంట్ రాజ్‌గారితో కలసి ఆయన ఇక్బాల్ సంస్థకు అంకురార్పణ చేశారు. 1994 నాటికే ఆ సంస్థలో విద్యార్థుల సంఖ్య ఏడువేలకు చేరుకుంది. కాలక్రమేణా, మరిన్ని అనుబంధ సంస్థలతో, ఇక్బాల్ సంస్థ యావద్దేశంలోనే అగ్రశ్రేణి ప్రైవేట్ విద్యా సంస్థలలో ఒకటిగా రూపుదిద్దుకొంది. 2009లో హైదరాబాద్ సమీపంలోని దొంతనపల్లిలో ఇక్బాల్ ఫౌండేషన్ ఆఫ్ హైయర్ ఎడ్యుకేషన్ (డీప్స్ యూనివర్సిటీ) వారు అతి విస్తృతమైన, అద్భుతమైన సొంత కాంపస్ నిర్మించుకొన్నారు. ఇక్బాల్ అనుబంధ సంస్థలుగా దేశంలోని వివిధ ప్రాంతాల్లో ఇప్పుడు పదకొండు విశ్వవిద్యాలయాలు ఉన్నాయి.

యశస్విగారి వ్యక్తిత్వంలో ఎన్నో విశిష్టతలున్నాయి. ఆయన మేధాశక్తి అసాధారణమైంది. దానికితోడు ఆ మేధాశక్తిని ప్రయోజనాత్మకంగా వినియోగించేందుకు కావలసిన ఏకాగ్రతా, క్రమశిక్షణా ఆయన సొత్తు. ఈ రెంటినీ మించి సంఘానికి దీర్ఘకాలికంగా మేలుచేసే పనులు చేయాలన్న తపనతో ఆయన క్షణం విరామం లేకుండా పనిచేసేవారు. తలపెట్టిన సత్కార్యాలు పదికాలాలపాటు నిరాటంకంగా, విజయ వంతంగా జరగాలంటే, అది సంస్థల నిర్మాణం వల్లనే సాధ్యం. కాబట్టి సంస్థల నిర్మాణం-ఇన్‌స్టిట్యూషన్ బిల్డింగ్-పట్ల ఆయన ఎనలేని ఆసక్తి చూపేవారు. అది ఆయన అభిమాన విషయమే కాదు ఏకైక జీవిత ధ్యేయం. వీటన్నిటికీ తోడు, ఆలోచనలలో సృజనాత్మకతా, భావ వ్యక్తీకరణలో అత్యంత స్పష్టతా ఆయనకు దైవదత్తమైన వరాలు.

యశస్విగారు అద్భుతమైన వక్త. వేలాది శ్రోతలను ఆకట్టుకొని, ఉద్రాతలూగించి, స్ఫూర్తినిచ్చే ప్రసంగాలు

చెయ్యటం వెన్నతోపెట్టిన విద్య ఆయనకు. కానీ ఈ విషయం ఈనాడు ఎంతోమందికి అనుభవంలో విషయం గాదు. ఎందుకంటే, చిన్నవయస్సులోనే ఆయన తన వక్రత్వ నైపుణ్యంచేత కంటే సంస్థానిర్మాణ సమర్థతవల్ల సమాజానికి ఎన్నోరెట్లు ఎక్కువ సేవచేయగలనని గ్రహించారు. ఆ తర్వాత ఆయన ఉపన్యాస వేదికలను పూర్తిగా వదిలేసి, సంస్థల నిర్మాణంలో మజ్జనోన్ముజ్జన మయ్యారు. ఇక్బాల్ సంస్థల నిర్వహణలో ఆయన సూత్రధారి పాత్ర వహించి సారథ్యం నెరపినా, ప్రత్యక్ష సారథిగా తను ముందుకు రావటం కంటే నిరాడంబరంగా నేపథ్యంలో ఉండటమే ఆయనకు ఇష్టతరం.

ఊపిరి సలపని పని ఒత్తిడుల మధ్య కూడా, ఆయన తన ఆంధ్ర భాషాభి మానం వదలలేదు. తెలుగు భాష, సాహిత్యాల వికాసం కోసం ఆవిర్భవించిన సి.పి. బ్రౌన్ అకాడమికి కూడా వ్యవస్థాపక స్ఫూర్తి యశస్వి గారిదే. ఈ అకాడమి ద్వారా తెలుగు భాషా సరస్వతికి 'పట్టు సెల్లాలు కట్టించి', వైభవాన్ని సంతరించాలని ఆయనకెంతో ఆరాటం. అయితే, ఇది కూడా సంస్థాగతం గానూ వినూత్న పద్ధతులలోనూ, బహుళ ప్రణాళికల ద్వారానూ చేయగలిగితేనే దీర్ఘకాలిక ప్రయోజనాలు సాధించగలమనే ఉద్దేశ్యంతో, ఈ అకాడమి కార్యకలాపాల దిగ్గర్భానికి ఆయన చాలా సమయం కేటాయించేవారు. కథల పోటీల నింపీ, జ్ఞానపీఠ్ బహుమతికి సాటి అయ్యే 'తెలుగు భారతి' జీవన సాఫల్య పురస్కారం దాకా ఎన్నో రకాల సత్కారాలు తెలుగు సాహితీ రంగంలో ప్రవేశపెట్టారు. 'భారతి' మాసపత్రికతో సరిపోలగల సాహిత్య మాస పత్రికను ఆరంభించటం, శాస్త్రీయ పద్ధతులలో తెలుగు స్వయంబోధ పుస్తకావళి తయారు చేయించటం వెనక శ్రీ యశస్వి యోగదానం అంతా యింతా కాదు. ఇవి కాక రానున్న కాలంలో తెలుగు గ్రంథాలయ స్థాపన, డిజిటల్ లైబ్రరీ నిర్వహణ, విస్తృత నిఘంటు నిర్మాణంలాంటి బృహత్ప్రణాళికలు నడిపించేందుకు కావలసిన వనరులు

అకాడమికి ఏర్పరిచేందుకు, చివరి క్షణాల దాకా ఆయన శ్రమించారు.

ఆ జగన్నాటక సూత్రధారి చేసే పనులు చాలా మనకు అర్థంకావు. అద్భుతమైన మేధాశక్తి, నలుగురికీ మేలు చేయాలనే సద్బుద్ధి తన వరపుత్రులు కొందరికి పుష్కలంగా యిచ్చి, వాళ్ళనే ముందు తీసుకెళ్ళిపోతాడు. దీర్ఘాయుష్షు కూడా యిస్తే దిట్టి తగులుతుందని కాబోలు. లేక, తీరికే లేని విశ్వ సంసారంలో ఆయన చక్కబెట్టవలసిన మహాకార్యాల నిర్వహణకు ఆయనకు ఈ సమర్థుల సహాయం కావలసి వస్తుందో !

నిజ జీవితంలో యశస్విగారిది సుఖ శాంతులకు నెలవైన చిన్న కుటుంబం. మనిషి ఎంత మనీషి అయినా, తనవెంట

నిలిచే సహధర్మచారిణి సహకారం వల్లే విజయపథంలో నిలుస్తాడనే సత్యాన్ని మరొకసారి పరిపుష్టి చేశారు ఆయన అర్థాంగి శ్రీమతి శోభ. 'అత్తావై పుత్రనామాసి' లాంటి ప్రతిభావంతుడైన కుమారుడు తేజస్వి, ఏకైక పుత్రిక వెన్నెల. ఇద్దరివీ సార్థక నామధేయాలు. అయితే సంస్థా సంతాన పరంగా ఆయన బహు కుటుంబీకుడు. ఇక్కాయ్ సంస్థకు అనుబంధితమైన పదకొండు విశ్వవిద్యాలయాలూ ఆయన మానస సంతానం. 'సాహితీ స్రవంతి' పత్రిక కూడా ఆయన కంటికి రెప్పలా కాపాడుతూ పెంచిన గారాల మానస పుత్రికే. చిరయశస్వికి సి.పి. బ్రౌన్ అకాడమి సభక్తిగా అశ్రుతర్పణం సమర్పించుకుంటోంది.

(‘సాహితీ స్రవంతి’ సాహిత్యపత్రిక నవంబరు-డిసెంబర్ 2011 సంచిక నుంచి పునర్ముద్రితం.)

మా వారు

శ్రీమతి శోభారాణి నందూరి

1973 లో మా వివాహం జరిగింది. వివాహసమయానికి యశస్విగారు గుంటూరు ILTD కంపెనీలో ఆర్థికశాఖలో పనిచేస్తుండే వారు. అప్పటికీ, ఇప్పటికీ, ఎప్పటికీ గుర్తుండి పోయే లక్షణాలు వారివి.

ఏ పనిచేసినా, ఏ ఆలోచన చేసినా ఆయన మిగతా వారికంటే 20 సం॥లు ముందుగా ఉండేవారు. నిత్యాన్వేషణ, అరుదైన తృప్తి మరియు జిజ్ఞాస మూర్తీ భవించిన వ్యక్తిత్వం. ఇలాంటివారు ప్రత్యేకంగా అంత చిన్న వయసులో అరుదుగా కనిపిస్తారు. విషయ పరిజ్ఞానం చాలా అలవోకగా స్పష్టంగా కలిగి ఉండటం. తెలుగు, ఇంగ్లీషు భాషలలో పూర్తి పట్టు. స్నేహానికి ప్రాణం, స్నేహితులంటే ప్రాణం. ఇలా ఎన్నో మంచి లక్షణాలు కలిగిన వారు.

1974లో మేం హైదరాబాద్ కి వచ్చి స్థిరపడ్డాము. అప్పుడు ఆయన ASCI లో ఆర్థిక శాస్త్రంలో శిక్షణా తరగతులూ, పరిశోధనలూ, రచనలూ, ప్రచురణల బాధ్యత నిర్వహిస్తూ ఉండేవారు. ASCI అంటే జాతీయంగా పేరొందిన సంస్థ. అందులో ఆచార్యులందరూ గొప్ప మేధావులు. బాగా తలపండినవారు. బహుశా వీరేనేమో అంత చిన్న వయసులో ఆ సంస్థలో అటువంటి బాధ్యతలు నిర్వహించింది. ఇది ఆర్థికశాస్త్రంలో వారికున్న విషయ

పరిజ్ఞానానికి, నైపుణ్యానికి, జ్ఞానాన్ని నలుగురితో పంచుకోగల సామర్థ్యానికీ నిదర్శనం.

ఇవన్నీ ప్రపంచానికి సంబంధించినవి అయినా, నామటుకూ నాకు ఆయన మొదటగా ఒక స్నేహితుడు, ఆ తర్వాత భర్త. నాకు ఆయనలోని స్నేహితుడు అంటేనే ఎక్కువ ఇష్టం. అందుకనే ఏమో ఏ పనిచేసినా ఇద్దరం కలిసి చేసేవాళ్లం. ఎక్కడికి వెళ్లినా కలిసే వెళ్లేవాళ్లం. ఒక్క నాలుగు సంవత్సరాలలో ఎన్నో జన్మలకు సరిపడా స్నేహం, సాన్నిహిత్యం, అనుబంధం ఏర్పడ్డాయి. వృత్తి పరంగా, కీర్తి పరంగా వారు ASCI లో చాలా అభివృద్ధి సాధించారు.

1977 వ సం॥లో మొదటి సంతానంగా కుమారుడు 1979 వ సం॥లో కుమార్తె పుట్టారు. అన్ని వైపులా సంతోషము. ఆయన మరీ సంతోషపడ్డారు. చిన్న కుటుంబం. ఉన్నదాంట్లో ఆనందంగా గడిపాం. మొత్తంమీద పిల్లల ఆలనా, పాలనా చూసుకుంటూ వారితోనే ఎల్లప్పుడూ గడిపేవాళ్ళం. భోజన సమయంలో కొత్త విషయాల గురించి చర్చ - ఆట పాటలతో ఆస్వాదించే ఆనందం - మామూలు సంభాషణలలో కూడా - ఆయనసాహచర్యం పిల్లలకి, నాకే కాదు వేరెవరయినా ఉన్నా కూడా జ్ఞానాన్ని, ప్రపంచ జ్ఞానాన్ని, మరియు మానసిక ఆనందాన్ని వృద్ధిని



శ్రీమతి నందూరి శోభారాణి
యశస్విగారి సతీమణి.
ఓంగోలుకు చెందిన కొప్పరపు
రామబ్రహ్మనందరావు గారి కుమార్తె.
శ్రీ యశస్వితో వీరి వివాహం 5 డిసెంబర్,
1973న జరిగింది.

తెచ్చిపెట్టేదిగా ఉండేది. ఆ రోజుల్లోనే వారు ఎన్నో పేరెన్నికగల రచనలు చేసారు. ముఖ్యంగా ఫైనాన్స్, టాక్స్ ప్లానింగ్ గురించి పుస్తకాలు వ్రాసి ప్రచురించారు. వీటిల్లో చాలా రచనలు జాతీయ వార్తా పత్రికలలో ధారావాహికంగా ప్రచురించబడ్డాయి. వారు వృత్తిరీత్యా నిర్వహించే శిక్షణా ప్రసంగాలకు అప్పుడప్పుడు నన్ను కూడా తీసుకువెళ్లేవారు.

పారిశ్రామిక నిర్వహణ సలహాదారునిగా, ఎన్నో వ్యాపార సంస్థల, పరిశ్రమల స్థాపనకూ, నిర్వహణకీ కారణ భూతుడిగా ఎన్నో విజయాలు సాధించినా, ఉన్నత విద్యమీద ఆయనకు ఉన్న మౌలిక ప్రీతి మరుగున పడలేదు. అది ఆయన మనసుకి నచ్చినది, దగ్గరైనది. అందువల్లనే 1985లో “Icfai” సంస్థను హైదరాబాద్‌లో స్థాపించినారు. ఉన్నతమైన ఆలోచనలతో అంతర్జాతీయ ప్రమాణాలకు దీటుగా Icfaiని తీర్చిదిద్దాలనుకునే సంకల్పం ప్రస్ఫుటంగా కనిపించేది. Icfaiకి సంబంధించిన ప్రతిపనీ ఎంతో ఉత్సాహంగా నిమగ్నమై చేసేవారు. ఆయన ఆలోచనలకి తగినట్లు మంచి జట్టుని సంస్థలో ఏర్పరచుకుని ముందుకి సాగారు. మనిషి ఎంతో ఉదారస్వభావులు. అందరికీ స్వతహాగా సహాయం చేసే గుణం. అందులోనే ఆనందం చెందేవారు. వృత్తిలోగాని, సంస్థను స్థాపించిన తర్వాతగాని పరిస్థితులతో ప్రమేయం లేకుండా అందరికీ సహాయం చేసేవారు.

పుస్తకపఠనం, వాటి అర్థాన్ని, పరమార్థాన్ని జీర్ణించు కోవడం, విశ్లేషించడం, సంబంధించిన వారికి చక్కగా వివరించే గుణం ఆయనకి వెన్నతో పెట్టిన విద్య. చరిత్ర, పురాణాలు, షేక్స్పియర్ ఇలా ఎన్నో విషయాల మీద సమానమైన ప్రీతితో అపోసనం పట్టి గుర్తుంచు కునేవారు, విశ్లేషణ చేసేవారు. అందరికీ అర్థమయ్యేలా వివరించేవారు. సంగీతమంటే చాలా ఇష్టం. ఉదయం లేవగానే భక్తి సంగీతం వినడంతో రోజు మొదలుపెట్టేవారు (హనుమాన్‌చాలీసా,

యమ్. యస్. సుబ్బలక్ష్మి సుప్రభాతం, విష్ణుసహస్రనామాలు మొదలైనవి) కర్ణాటక, హిందుస్థాని, Western, Classical ఇలా ఎన్నో సంప్రదాయాల మంచి సంగీతాన్ని ఆస్వాదించేవారు. లలితసంగీతం, సినిమా పాటలు కూడా చాలా ఇష్టపడేవారు. వైదిక సంగీతం కూడా వారికి మక్కువ. Swiss, China, Goa మొదలైనవి వినడం అంటే ఆయనకు ఇష్టం. లలితకళలు అంటే చాలా ప్రీతి. ఇంగ్లీషు, తెలుగు భాషలలో ఖ్యాతి గడించిన వక్త (డిటేటింగ్ కాంపిటీషన్లో ఎన్నో విజయాలు విద్యార్థి దశలో సాధించినారు). ఏ పని అయినా పైపైన చేసే, ఆలోచించే మనస్తత్వం కాదు. ఏ పని అయినా దృఢమైన సంకల్పంతో పూర్తి నిజాయితీతో చేసే స్వభావం.

పచ్చదనం అన్నా, మొక్కలన్నా, చెట్లు అన్నా చాలా ఇష్టం. ఏ మాత్రం సమయం దొరికినా వాటితో గడిపేవారు.

తల్లిదండ్రులు అంటే చాల ప్రేమతో మసిలేవారు. వారిని గురువులుగా మరియు మంచి నేస్తాలుగా చివరివరకు భావించి వ్యవహరించేవారు. ఆయనకు తల్లి అంటే సర్వస్వం. ఆయనలో తల్లి ఉండేది. తల్లిలోనే ఆయన ఉండేవారు.

వల్లమాలిన పుస్తక ప్రియులు. ఎంతో చదివారు. ఎన్నో రచించారు. ఎన్నో ప్రచురణలు చేశారు. YMA, Icfai

Books, Icfai Publications, Icfai Press ఇత్యాది సంస్థల ద్వారా ఎన్నో వేల పుస్తకాలు, Journals, Magazines, Research Articles, Spiritual Magazines ఎంతో మక్కువగా ఏళ్ల తరబడి ప్రచురణ చేశారు. ఎంతోమంది వర్ధమాన రచయితలూ, పేరెన్నికగల రచయితల రచనలు వెలుగు చూడడానికి దోహదపడినారు. వారితో నేను ఎన్నో పుస్తక ప్రదర్శనలు (Book Fairs)కు వెళ్లి వారి ఆనందంలో పాలుపంచుకున్నాను.

ఆయన స్నేహితులకు ప్రాణ స్నేహితుడు - మంచి భర్త, మంచి తండ్రి, మంచి కుమారుడు. ముఖ్యంగా అత్యంత నిరాడంబరుడు. ఆయన వ్యక్తిగత అవసరాలు చాలా సాధారణమైనవి, చిన్న చిన్నవి. పని దగ్గర మాత్రం చాలా కచ్చితమైన మనిషి. ఏ పని చేసినా ఇతరుల నుండి తీసుకున్నా కచ్చితంగా ఉండేవారు. ఈ తత్వం ఆయన అనుకున్నది సాధించడానికి ఎంతో సహాయపడింది. ఏ విషయాన్ని అయినా, ఎవరినయినా నిష్పక్షపాతంగా చూడాలి అనేవారు. విమర్శించడం తేలిక కాని అంకిత భావంతో చేయడం కష్టం అని నమ్మిన వ్యక్తి.

ఎంత చూసినా, ఎంత చేసినా, ఎంత సాధించినా తను మటుకు చాలా మామూలుగా, నిరాడంబరంగా ఉండేవారు. వారి అవసరాలు కూడా అలాగే ఉండేవి. ఎంత మేధావో అంత సున్నితమైన స్వభావం కూడా కనిపించేది.

మా బావగారు

కొప్పరపు వేంకట కృష్ణారావు

బావ గారి గురించి చాలా గొప్పగా వినటం జరిగినా పరిచయం మాత్రం 1973 సం॥ మా చెల్లెలు శోభ పెండ్లి తరువాతనే. సహజంగా పెళ్లిలో అంతా హడావిడి కదా! వచ్చిన అతిథులందరూ చూడచక్కని జంట, “మేడ్ ఫర్ ఈచ్ అదర్”లా ఉన్నారు. అని అనేవారు.

నాన్నగారు యశస్వి గారితో మా చెల్లెలు శోభ వివాహం కుదర్చాలని గుంటూరు యశస్వి గారి తండ్రి నందూరి వెంకటేశ్వరరావు గారింటికి ఎన్ని సార్లు తిరిగారో చెప్పలేను. దాదాపు సంవత్సరం పైగా సంప్రదింపులు జరిగాక తాంబూలాలు పుచ్చుకునే కార్యక్రమం జరిగింది. ఆ రోజులలో వరకట్నం యివ్వటం సంప్రదాయంగా ఉండేది. నాన్నగారు ఎంత కట్నమైనా యివ్వటానికి సిద్ధపడ్డారు. మా బావ గారు మా వద్ద దమ్మిడి కట్నం కూడా పుచ్చుకోలేదు. ఆయన ఆదర్శంగా మా అన్నదమ్ములం కూడా కట్నం తీసుకోకుండా వివాహాలు చేసుకున్నాము.

మా కుటుంబానికి ఆయన అల్లుడు గారు. “జామాతా స్వయం విష్ణుః” అనే స్ఫూర్తితో ఆయనని భగవత్ స్వరూపంగా భావించి గౌరవించే వాళ్లం. ఒంగోలులో మా యింటికి వారు వచ్చింది చాలా తక్కువ సార్లు. వేళ్లమీద లెక్కపెట్టవచ్చు. తేజస్వి, వెన్నెలలు చిన్నపిల్లలుగా ఉన్నప్పుడు

నాలుగు లేదా అయిదు సార్లు వచ్చారు. మా ఇంట్లో వాళ్లు సినిమాలు చూడటం చాలా తక్కువ. బావగారు వచ్చినప్పుడల్లా సినిమాకు వెళ్లేవాళ్లం. బావగారితో “దసరా బుల్లోడు”, “సెక్రటరీ” అనే అక్కినేని నాగేశ్వరరావుగారి సినిమాలు చూసిన జ్ఞాపకం. ఆయన క్రమం తప్పకుండా “సితార” అనే సినిమా పత్రిక కొనేవారు. దాంట్లో సినిమా వార్తలు చదవటం ఒక సరదా. ఆయన ఇంటి దగ్గర రేడియో పెట్టుకొని వింటూనే రెగ్యులర్ గా పుస్తకాలు చదవటం, ఆఫీసు పనులు చేస్తూ ఉండేవారు.

1975 వ సంవత్సరంలో వారు బెల్లావిస్తా - అడ్మినిస్ట్రేటివ్ స్టాఫ్ కాలేజ్ ఆఫ్ ఇండియా (ఆస్కీ)లో ఉద్యోగంలో చేరారు. హైదరాబాద్ కు కాపురం మార్చినపుడు శోభని, బావగారిని గుంటూరు బస్ స్టాండ్ లో బస్సు ఎక్కించి వీడ్కోలు పలికాను. కొంతమంది స్నేహితులు, పరిచయస్తులు ‘ఇదేమిటి? ఈయన అంత పెద్ద ఐ.టి.సి. ఐ.ఎల్.టి.డి. కంపెనీలో మంచి ఉద్యోగం మానేసి కాలేజీలో చేరుతున్నారు?’ అన్నారు. అప్పట్లో మాకు ఆస్కీ అంత గొప్ప కాలేజీ అని తెలియదు. అది భారతదేశంలో ఉన్న ఒకే ఒక అడ్మినిస్ట్రేటివ్ స్టాఫ్ కాలేజీ. దాంట్లో సీనియర్ మేనేజర్లకు మరియు

ఐ.ఎ.ఎస్. ఆఫీసర్లకు ట్రైనింగ్ ఇస్తారని ఆ తరువాత తెలిసింది.

1977 వ సంవత్సరం డిసెంబర్‌లో నేను నాగపూర్ నుండి హైదరాబాద్‌కు వచ్చాను. అప్పుడు బావగారు వారి తల్లిదండ్రుల వద్దకు తెనాలి వెళ్లారు. శోభ దగ్గర మా అమ్మ, బాబ్జీ ఉన్నారు. ఆ రోజు రాత్రి శోభకు నెప్పులు వచ్చి, తెల్లవారు ఝామున హైదరాబాద్ నర్సింగ్ హోంలో చేర్చాము. మగపిల్లవాడు తేజస్వి పుట్టాడు. తేజస్వి బాల్యంలో నాకు బావగారితో సాన్నిహిత్యం పెరిగింది. ఆయన ప్రోద్బలంతో మా అన్నదమ్ములందరం ఒకరి తరువాత ఒకరుగా హైదరాబాద్‌కు మకాం మార్చటం, తరువాత ఉద్యోగాలలో చేరటం, 1979లో వెన్నెల పుట్టటం, పిల్లలకు మా వద్ద మాలిమి కావటం జరిగింది.



కొప్పరపు వేంకట కృష్ణారావు
న్యాయశాస్త్ర పట్టభద్రులు.
శ్రీ యశస్విగారి బావమరది. యశస్విగారితో,
వారు స్థాపించిన వివిధ సంస్థలతో,
బహుకాలం సన్నిహితమైన అనుబంధం ఉన్నవారు.
వారి ప్రస్తుత నివాసం హైదరాబాదులో.

యశస్వి గారు ఆస్కీలో పనిచేసేటప్పుడు నేను తరచూ అక్కడి కార్యక్రమాలలో, విందులలో పాల్గొన్నాను. ఆయన కారు ఎక్కువగా నేనే నడిపేవాడిని. అత్తయ్యగారు (బావగారి తల్లి) “కృష్ణ సారథ్యం” అని సరదాగా అంటుండేవారు. పుట్టపర్తి నుండి శ్రీ సాయిబాబా గారు వచ్చినప్పుడు నేను, బావగారు, అత్తయ్య గారు విద్యానగర్‌లో శివం వద్దకు వెళ్లాము. అత్తయ్యగారి పుణ్యాన నాకు ఆ స్వామి దర్శనం అయ్యింది. అంతకు ముందు నేను ఆయన్ని చూడలేదు. అదే మొదటిసారి.

మా ఇద్దరిని “మీరు బ్రదర్నా?” అని కొద్దిపాటి పరిచయం ఉన్నవాళ్లు కూడా అడుగుతుండేవారు. “మేము బ్రదర్స్-ఇన్-లా కాని ఇన్-లా ను తీసేశాము” అని చెప్పేవాళ్లం. బావగారు మా అన్నదమ్ములతో “నన్ను కలుపుకుంటే మనం పంచపాండవులవుతాము” అనే వారు. హైదరాబాద్ వెళ్లిన తరువాత పొద్దున్నే కాఫీ పెట్టటం బావగారిని చూసి నేర్చుకున్నాను. ఒంగోలులో ఉన్నప్పుడు నాకు కాఫీ పెట్టడం రాదు.

ఒకసారి నేను ఒంగోలు నుండి రైలు ప్రయాణం చేసి వచ్చిన తరువాత హఠాత్తుగా అనారోగ్యం బారిన పడినపుడు బావగారు నిజాం హాస్పిటల్‌లో చేర్చారు. ఆ విధంగా ఆయన నాకు ప్రాణదాత.

ఆయన “Finance for Non Financial Executives (FNFE), Personal Investments Planning (PIP) పుస్తకాలు వ్రాశారు. వాటి ముద్రణ తరువాత పుస్తకాల షాపుల్లో డిస్ట్రీ చేయటం మెయిల్ ఆర్డర్ బిజినెస్‌లాగా పుస్తకాలు ఇంట్లో ప్యాక్ చేసి పోస్టాఫీసుకు వెళ్లి డిస్పాచ్ చేయటం, ఇద్దరం మా తమ్ముళ్లతో కూడా కలిసి చేసేవాళ్లం. అప్పుడు 1980లో “హైదరాబాద్ ఇన్‌వెస్ట్‌మెంట్స్ అండ్ ఫైనాన్షియల్ కన్సల్టెన్సీ ప్రైవేట్ లిమిటెడ్ (హిఫ్కో)” అనే సంస్థను స్థాపించాము. ఆ సంస్థకు నేనే జనరల్ మేనేజర్, డ్రైవర్ మరియు పూనుగా పనిచేసేవాడిని. ప్రతి నెల “ఇన్‌వెస్ట్‌మెంట్స్ ఇండియా” అనే మ్యాగజైన్‌ను పబ్లిష్ చేసేవాళ్లం. బొంబాయి వెళ్లి పుస్తకాలు అమ్మటం, మ్యాగజైన్ డిస్ట్రిబ్యూషన్, ప్రముఖ ఆర్థిక రంగ నిపుణుల నుండి ప్రచురణ కోసం ఆర్టికల్స్ సేకరించడం చేసేవాడిని. మా తమ్ముడు బాబ్జీ మద్రాసు, కోయంబత్తూరు, మధురై, తిరుచ్చి వెళ్లి పుస్తకాలు అమ్మటం చేసేవాడు. ఆ చిన్న సంస్థ ఇంతింతై, మరింతై, పెరిగి పెద్దదై కాలక్రమేణా శాఖోపశాఖలుగా విస్తరించింది. ఎంతో మంది విద్యార్థులకు విద్యాప్రదానం చేస్తోంది.

1982లో ఒకసారి బావగారు, వారి మిత్రుడు యం.వి.యస్.ఆర్.కె. మూర్తి ఆఫీస్ పనిమీద రాజస్థాన్‌లోని జోధ్‌పూర్‌కు వెళ్లారు. అక్కడ పని అయిపోయిన తరువాత తిరిగి రావటానికి ఇండియన్ ఎయిర్‌లైన్స్ వారి విమానంలో ఢిల్లీ దాకా వచ్చి అక్కడి నుండి వేరొక ఫ్లైట్‌లో హైదరాబాద్ రావాల్సి ఉంది. జోధ్‌పూర్‌లో బయలుదేరిన ఇండియన్ ఎయిర్‌లైన్స్ విమానాన్ని టెర్రరిస్టులు హైజాక్ చేశారు. ఒక పంజాబీ, ఖలిస్థాన్ ఉగ్రవాది ఫైలెట్‌ను బెదిరించి

విమానాన్ని పాకిస్థాన్‌కు దారిమళ్లించాడు. పాకిస్థాన్ ప్రభుత్వం ఆ విమానాన్ని లాహోర్‌లో కిందకు దిగనివ్వ లేదు. ఇంధనం అయిపోవటంతో భారత ప్రభుత్వం ఆ విమానాన్ని అమృత్‌సర్ విమానాశ్రయంలో దిగటానికి అనుమతించారు. ఎంత ప్రయత్నించినా 24 గంటల వరకు సరియైన సమాచారం లభించలేదు. ట్రాన్సిస్టర్ రేడియో పెట్టుకొని వార్తలు వినడం వల్ల మాత్రమే కొద్ది సమాచారం తెలిసింది. మేమందరం ఎంతో ఆందోళన చెందాము. మన భారత కమెండోలు ఆ హైజాకర్‌ను తుదముట్టించి, ప్రయాణీకుల్ని రక్షించారు. బావగారూ, మూర్తిగారూ సురక్షితంగా ఇంటికి చేరారు. అదొక భయానక, ఆందోళనకరమైన మరచిపోలేని సంఘటన.

వెన్నెలను నాజర్ స్కూల్‌లో చేర్చటానికి పేరెంట్స్ ఇంటర్వ్యూకి బావగారు రాలేకపోయారు. ఆయనకు వేరే పని ఉండటం వలన నేను, నా చెల్లెలు శోభనీ, వెన్నెలనీ తీసుకొని వెళ్లాను. బావగారు లేనందువల్ల నేను కొంచెం ఆందోళన చెందాను. పిల్లలను మంచి స్కూల్‌లో చేర్చటం అంటే చాలా ముఖ్యమైన విషయం కదా! వెన్నెలకు అడ్మిషన్ వచ్చాక “అమ్మయ్యా” అని అనుకున్నాను.

కొన్నిసార్లు ఆదివారం రోజు సాయంత్రం పూట తేజస్విని, వెన్నెలని తీసుకొని సరోవర్ హోటల్‌కు వెళ్లేవాళ్లం (ఇప్పుడు అది మెడిసిటీ హాస్పిటల్ అయింది). అక్కడ పిల్లలు ఉయ్యాల ఊగుతూ చక్కగా లాన్స్‌లో ఆడుకునే వాళ్లు. మేము మిర్చీబజ్జీ, ఆలుబొండా తిని ఆనందించే వాళ్లం. నేను వెన్నెల, తేజస్వి ఎండాకాలం ప్రొద్దునే రిట్జ్ హోటల్‌కు స్విమ్మింగ్‌కు వెళ్లేవాళ్లము. బావగారు కూడా అప్పుడప్పుడు మాతో వచ్చి పిల్లలతో నీళ్లలో ఆటలు కూడా ఆడేవారు.

చిన్న పిల్లలంటే బావగారికి ఎంతో ఇష్టం. మా పిల్లలు సిరి, భరత్, బాబ్జీ పిల్లలు సంజయ్, పద్మిని, వెంకట్రావు పిల్లలు శాండిల్య, సందీప్ వారింటికి వెళ్లినపుడు ఎంతో

ఉత్సాహంగా వాళ్లతో గడిపేవారు. పిల్లల్ని బంధుత్వాలు, వరసలు గురించి మీ నాన్న అత్యుక్త కొడుకు యొక్క అక్క కూతురు మనవరాలు మీకేమతుంది? వంటి చిక్కు ప్రశ్నలు వేసేవారు. ఇప్పటి పిల్లలు అందరినీ అంకుల్, అంటీ అనీ లేదా కజిన్ అనీ పిలవటం తప్ప బంధుత్వాలు, వరసలు కలిపి పిలవటం వారికి తెలియదు కదా ! వాళ్లు సమాధానం చెప్పడానికి తటపటాయిస్తూ తికమక పడుతుంటే, మేమందరం తెగ నవ్వేవాళ్లం. ఆయన వేసే అటువంటి చిక్కు ప్రశ్నలకు జవాబు చెప్పడానికి నా మట్టి బుర్రకు సమాధానాలు తట్టేవి కాదు. జాగ్రత్తగా ఆలోచించి కూడా కొన్నిసార్లు తప్పులు చెపుతుంటే అందరూ నవ్వేవాళ్లు.

అప్పుడప్పుడు బావగారి మిత్రులు, క్షైంట్లు కొందరు హైదరాబాద్ వచ్చినప్పుడు వారితో డిన్నర్ కు వెళ్లేవాళ్లము. అహ్మదాబాద్, గుజరాత్ నుంచి షా అనే హెంసైరి మ్యాన్యుఫాక్చరర్ వచ్చినప్పుడు నేను, బావగారు, షా మేం ముగ్గురం రెండు మూడు సార్లు సికిందరాబాద్ లో ప్యారడైజ్ దగ్గర న్యూన్ కింగ్ అనే చైనీస్ రెస్టారెంట్ కు వెళ్లాము. మేమిచ్చే ఫుడ్ ఆర్డర్ కి ఆ హోటల్ స్టీవార్డ్ “ఇది ముగ్గురుకి చాలా ఎక్కువ” అనేవాడు. మేము ప్లేట్లు ఖాళీ చేసేవాళ్లం. ఆ స్టీవార్డ్ ఆశ్చర్యపోయేవాడు. అప్పట్లో షా గారికి తిండి పుష్టి బాగా ఉండేది.

1985లో శ్రీ వెంకటేశ్వర స్వామి వారి కళ్యాణోత్సవ సేవలో మా కుటుంబ సభ్యులందరూ శోభ, బావగారు వెన్నెల, తేజస్వి, మా అన్నదమ్ములు, నా భార్య ఇంద్రాణి, బాబ్జీ భార్య కుమారి, అమ్మ, నాన్న గారు అందరం కలిసి తిరుమలలో రెండు రోజులు గడిపాము. గ్రూపు ఫోటో తీసుకున్నాము. అప్పటికీ మా తమ్ముడు వెంకట్రావుకు పెండ్లి కాలేదు.

ఒకసారి కాకినాడ నుంచి మా మేనత్త కొడుకు రాజా బావ హైదరాబాద్ వచ్చాడు. అప్పుడు మేమిద్దరం శోభ

వాళ్ల ఇంటికి వెళ్లాము. ఒక గంట సేపు వాళ్లింట్లో ఉన్నాము. బావ గారు మాట్లాడిన తీరు - ఆయన హాస్య చతురతను చూసి మా రాజా బావ యశస్వీ గారితో “మీరెంతో గొప్పవారని విన్నాను, ఇంత సింపుల్ గా ఉన్నారేమిటి!” అని ఆశ్చర్యపోయాడు. దానికి బావగారు నవ్వేశారు.

మా అన్నదమ్ములం శని, ఆదివారాల్లో (వారాంతాలలో) బావగారిని కలుస్తుండే వాళ్లము. ఒకసారి నేను మా తమ్ముళ్లు బాబ్జీ, వెంకట్రావు, ప్రసాదు వారి ఇంటికి వెళ్లినప్పుడు ఆయన అనర్గళంగా రకరకాల విషయాలు మాట్లాడారు. మాపని వినడం మటుకే. అట్లా ఒకటిన్నర గంట పైగా గడిచింది. అంతలో డోర్ బెల్ మ్రోగింది. తలుపు తీస్తే బావగారిని కలవడానికి ఎవరో వచ్చారు. వచ్చి చాలాసేపు అయింది కదా అని మేము “ఇక వెళతాం” అని లేచాం. అప్పుడు బావగారు “కూర్చోండి. మీరేమైనా వచ్చిన వారికి అప్పున్నారా? పరిగెత్తి వెళతామంటారేం” అని అనగానే అందరూ ఒక్కసారి నవ్వేశారు.

ఇంటికి వచ్చిన అతిథులకు మంచి భోజనం పెట్టి మర్యాద చేసేవారు. మైక్రోవేవ్ ఒవెన్ లో అప్పడాలు కాల్చి నెయ్యి రాసి అందించడం, భోజనం అయిన తరువాత తమలపాకులకు సున్నం రాసి వక్కపొడి, గుల్కంద్ పెట్టి ఆకులను చుట్టి తన చేతులతో తానే స్వయంగా అందించి చాలా సంతోషపడేవారు.

మొక్కల పెంపకం వారికిష్టమైన వ్యాపకం. తోటపని స్వయంగా చేసేవారు. తోటలో అనేక రకాల మొక్కలు పెంచేవారు. ఎక్కడెక్కడనుంచో మొక్కలను సేకరించి పోషణ చేసేవారు. వారింట్లో చాలా కాలం నుంచి “బహ్మ కమలం” అనే మొక్క ఉండేది. అది సంవత్సరానికి ఒక్కసారే పూలు పూచేది. బ్రహ్మకమలం పువ్వు వారి ఇంట్లో మటుకే చూసాను. వేరెక్కడా చూడలేదు. శంకరపల్లి దగ్గర ఇక్ష్మి

యూనివర్సిటీ క్యాంపస్ కట్టడానికి 96 ఎకరాల స్థలం కొనుగోలు చేయడం జరిగింది. అందులో మామిడి, జామ, సపోటా తోటలు ఉండేవి. యూనివర్సిటీ బిల్డింగ్ కట్టడానికి ముందర 400 చెట్లు ఎంతో శ్రమకోర్చి మరెంతో డబ్బు ఖర్చు పెట్టి వేరే చోటికి క్యాంపస్ లోనే ట్రాన్స్ ప్లాంట్ చేయించారు. ఒక్క చెట్టు కూడా కొట్టించలేదు. చెట్లు, మొక్కలు అంటే వారికి ఎంత ప్రాణమో అని చెప్పడానికి ఇది ఉదాహరణ. ఆయనకి ఇంట్లో బాదం చెట్టు క్రింద బంధు, మిత్రులతో కూర్చొని కబుర్లు చెబుతూ తేనీరు సేవించటం ఇంకొక ఇష్టమైన కాలక్షేపం.

బావగారు స్త్రీల పట్ల చాలా గౌరవంగా ప్రవర్తించేవారు. ఆయన వాళ్ల అమ్మగారిని అబ్బూరి సీతమ్మగారూ అనీ, భార్య కొప్పరపు శోభారాణీ అనీ, నా భార్యను భట్టారం ఇంద్రాణీ అనీ, బాబ్జీ భార్యను కుంటముక్కల శేష కుమారీ అనీ, వెంకట్రావు భార్యని మంచెళ్ల పద్మావతి అనీ వారి పుట్టింటి యింటి పేరుతో సహా పిలిచేవారు. “పెండ్లి అయినంత మాత్రాన స్త్రీలకు ఇంటి పేరు మార్చాల్సిన అవసరం ఏముంది” అనేవారు.

అప్పటి ముఖ్యమంత్రి ఎన్.టి. రామారావుగారు బావగారిని కలవమని కబురంపించారు. ఎన్.టి.రామారావుగారి క్రమశిక్షణ, సమయపాలన గురించి అందరికీ తెలిసిందే కదా! అందుకని బావగారూ నేనూ ఎందుకైనా మంచిదని రెండు కార్లు తీసుకుని, (ఒకటి ఏదైనా ఇబ్బందై ఆగిపోతే రెండవది ఉంటుందని అతి జాగ్రత్తతో) గండిపేట ఆశ్రమానికి అనుకున్న సమయానికి గంట ముందుగా బయలుదేరాం. అయినా కూడా డ్రైవర్ కు సరిగా దారి తెలియక గండిపేట చెరువు మీదుగా తిప్పి, తప్పుదారిలో తీసుకుపోవడం వలన గంట ఆలస్యంగా చేరాము. ముందుగా బయలుదేరాం గనుక సరిపోయింది. ఆ సమావేశం జరిగిన తరువాత బావగారిని ఎ.పి. స్టేట్

ట్రేడింగ్ కార్పొరేషన్ చైర్మన్ గా ముఖ్యమంత్రి రామారావు గారు నియమించారు. బావగారు ఆ కార్పొరేషన్ నుంచి జీతభత్యాలేమీ తీసుకోలేదు. చివరికి కారూ, ఇల్లూ, ఫోనూ వంటి ఎటువంటి సౌకర్యాలూ కూడా తీసుకోకుండా పనిచేసే వారు. బావగారి ఆధ్వర్యంలో ఆ కార్పొరేషన్ చాలా లాభాలు గడించింది.

అంత పెద్ద పదవులు నిర్వహించినా ఆయన ఇంటికి వచ్చాక చిన్న పిల్లవాడిగా మారిపోయి వాళ్ల అమ్మగారితో హాస్యమాడటం, చాలా విషయాలు చర్చించటం, సలహా తీసుకోవటం చేస్తూండేవారు. తల్లికి ఎంతో సేవ చేయటం, సమయానికి మందులు వేసుకున్నారా లేదా అని గమనించటం చేసేవారు. ఆహారం విషయంలో జాగ్రత్తలు తీసుకునేవారు. అపోలో ఆసుపత్రి పెట్టిన కొత్తలో అత్తయ్య గారిని చికిత్స కోసం బావగారూ, నేనూ మద్రాసు తీసుకెళ్లాము. అపోలో ఆసుపత్రి చైర్మన్ ప్రతాప్ రెడ్డి గారికి బావగారు ఆర్థిక సలహాదారు, మిత్రులు. ఆ స్నేహం చివరి దాకా కొనసాగింది.

ఆయనకి మాతృమూర్తి పట్ల ఎంత ప్రేమానురాగాలో వుండేవో మాతృభాష పట్ల అంతే అభిమానం వుండేది. “మృతప్రాయమై పోయిన తెలుగుభాషకు నేనే ప్రాణము పోశాను” అని సగర్వంగా చెప్పుకోగలిగిన ఆంధ్రభాష ఉద్ధారకుడు ఐన ఛార్లెస్ ఫిలిప్ బ్రౌన్ పేరిట సి.పి. బ్రౌన్ అకాడెమి స్థాపించి ఎన్నెన్నో గ్రంథాలు ప్రచురించారు. అవార్డులిచ్చి భాషా సేవ చేశారు.

నాకు తెలిసినప్పటి నుంచి బావగారికి ఎటువంటి అనారోగ్యం లేదు. ఇన్ని సంవత్సరాల పరిచయంలో ఆయన ఎప్పుడూ దగ్గటం, తుమ్మటం గాని, ఒంటలో బాగా లేదని ఆఫీసుకు సెలవు పెట్టడం గాని నేను చూడలేదు. కాఫీ, టీ

- అదికూడా గ్రీన్ టీ - త్రాగటం తప్ప, ఆయనకి వేరే ఎటువంటి దురలవాట్లు లేవు. ఆహార విహారాలలో చాలా మితంగా, నియమంగా ఉండేవారు. ప్రతిరోజూ ఆఫీసు నుండి సాయంత్రం పని అయిపోయిన తరువాత క్రమం తప్పకుండా 6-7 గంటలకు కాసు బ్రహ్మానంద రెడ్డి పార్కు దగ్గర కారు దిగి గంట సేపు వాకింగ్ చేసి ఇంటికి వచ్చేవారు. హఠాత్తుగా అనారోగ్యం వచ్చి జూబిలీహిల్స్ అపోలో ఆసుపత్రిలో ఆయన తుది శ్వాస వదలటం జరిగింది. నాకు ఆయన మరణం ఇప్పటికీ నమ్మశక్యం కాదనిపిస్తుంది.

బావగారు నాతోటి “మీరు రిటైర్ అయిపోయారు హాయిగా విశ్రాంతి తీసుకోండి” అంటూ జోక్ చేస్తుండేవారు. కాని ఆయన 62 జన్మదినం కూడా రాకముందే జీవితంలో నుండి రిటైర్ అవటం మా కుటుంబ సభ్యులందరి దురదృష్టం. అంతేకాదు విద్యారంగానికి కూడా ఆయన లేని లోటు పూడ్చలేనిది.

అతి సామాన్యమైన కుటుంబంలో జన్మించారు. ఊహకి అందనంత ఎత్తులకి ఎదిగారు. స్కూలు టీచరు కుమార్తెనై యశస్విగారు ఎన్నెన్నో విశ్వవిద్యాలయాలు స్థాపించి ఎంతో పేరు ప్రఖ్యాతిలున్న నందూరి వంశానికి మరింత పేరు తెచ్చారు. యశస్వి అన్న పేరుతో సార్థక నామధేయులయ్యారు. హైజాక్ వంటి అసాధారణమైన ప్రమాద పరిస్థితులలో చిక్కుకుని, సురక్షితంగా తిరిగి వస్తే మృత్యుంజయుడని మురిసి పోయాము.

కానీ.... ముదిమి వయసు రాకుండానే మృత్యు దేవత ఆయనను ఆరు పదుల వయసులో కబళిస్తుందని కలలో కూడా ఊహించలేకపోయాము!

అయితే ఆ విషాదాన్ని జీర్ణించుకున్న తరువాత అసలు సంగతి బోధపడింది. భగవంతుడు తనకిష్టమైన వాళ్లను తొందరగా వెనక్కి పిలిపించుకుంటాడని ! అక్కడ - ఆ స్వర్గలోకంలో ఆయనకి సలహాదారు ఎవరో అవసరమై ఉంటుంది. యశస్వి గారికంటే ఆ పనికి సమర్థుడెవరు? అందుకే

తెలుగు యశస్వి

అబ్బూరి ఛాయాదేవి

ప్రతిష్ఠాత్మకమైన ‘తెలుగుభారతి’ పురస్కారాన్ని నెలకొల్పిన శ్రీ నందూరి జె. యశస్విగారు ఆ పురస్కార ప్రదాన సభలో వేదిక మీద కాకుండా ప్రేక్షకులతోపాటు కింద మొదటివరుసలో నలుగురితో పాటు కూర్చోవడం చూసి నేను ఆశ్చర్యభోయాను. ఆయన నిరాడంబర స్వభావం ఆయన పట్ల మరింత గౌరవాన్ని పెంచింది.

ఇక్ ఫాయ్ యూనివర్సిటీ, ఆల్ఫాఫౌండేషన్, సి.పి. బ్రౌన్ అకాడమీల స్థాపకుడూ, అధినాయకుడూ అయిన యశస్విగారిని చూడటం నాకు అదే మొదలు. నేనెవరో వ్యక్తిగతంగా తెలియకపోయినా, తెలుగుభాషా సాహిత్య రంగాల్లో కొందరు పెద్దలు సి.పి. బ్రౌన్ అకాడమీ సలహామండలి సభ్యురాలిగా నాపేరుని సూచించినప్పుడు వారి సూచనని అంగీకరించి యశస్విగారు, నేను అనుకోని గౌరవాన్ని నాకు కలుగజేశారు.

‘తెలుగుభారతి’ పురస్కార ప్రదాన సభలోనే, నాలుగైదు వరసల వెనక ప్రేక్షకులతోపాటు కూర్చున్న యశస్విగారు తల్లి సీతమ్మగారికీ, భార్య శోభారాణిగారికీ అకాడమీకి చెందిన వారొకరు నన్ను పరిచయం చేశారు. సీతమ్మగారు నన్ను సాదరంగా తన పక్కన కూర్చోమన్నారు. సంభాషణ మొదలుపెడుతూనే, “నేను అబ్బూరివారి ఆడపడుచుని” అని సగర్వంగా చెప్పారు. అయితే “మీరు నాకు ఇప్పుడు

ఇంకొక పెద్ద ఆడపడుచు అన్న మాట! ఈ సంగతి మా ఆడపడుచులతో చెబుతాను” అన్నాను సంతోషంగా. ఆ తరువాత సీతమ్మగారికి పోస్టులో ‘అబ్బూరి శత జయంతి సంపుటి’ని పంపించాను. మా కుటుంబ వివరాలు మరిన్ని తెలుస్తాయని.

యశస్విగారు సి.పి. బ్రౌన్ అకాడమీ సలహామండలి సమావేశాలకి ఎప్పుడూ రాలేదు. ఇక్ ఫాయ్ యూనివర్సిటీ, ఆల్ఫాఫౌండేషన్ కమిటీల సమావేశాలకే వెళ్ళేవారుట. ఒకసారి ఇక్ ఫాయ్ సలహామండలి సభ్యుల్ని దొంతనపల్లిలో వారి విశ్వవిద్యాలయ ప్రాంగణానికి ఆహ్వానించి వాహన సదుపాయం ఏర్పాటు చేశారు.

యూనివర్సిటీ ప్రాంగణం, భవన నిర్మాణం అత్యం ఆకర్షణీయంగా ఉన్నాయి. అక్కడి వృక్షసంపద కనువిందు చేసేటట్లు ఉంది. ముఖ్యంగా మామిడిచెట్లు కాయలతో నిండి, యాజమాన్యం తీసుకునే శ్రద్ధనీ, చేస్తున్న కృషినీ ప్రతిఫలిస్తున్నాయి. చుట్టూ వాతావరణం అంతా పచ్చగా హాయిగొల్పేటట్లు ఉంది. ఇకలోపలికి వెళ్ళి క్లాసురూముల్లోని ఫర్నిచరూ తక్కిన సాంకేతిక సదుపాయాలూ చూస్తున్నప్పుడు, ఇక్కడి విద్యార్థులూ, అధ్యాపకులూ ఎంత అదృష్టవంతులో అనిపించింది. స్టాఫ్ రూమ్ లూ అవీ దర్జాగా ఉన్నాయి. అక్కడే

కింద ఫ్లోర్లో విశాలమైన భోజనశాలలో మాకు భోజనాలు ఏర్పాటు చేశారు. సరదాగా కబుర్లు చెప్పుకుంటూ తిన్నాం. ఆ తరవాత కాన్ఫరెన్స్ హాల్లో మీటింగ్ ఏర్పాటు చేశారు.

ఆ మీటింగ్ కి యశస్విగారు వచ్చారు. ఆయన కొన్ని సూచనలు చేశారు తెలుగుభాషా సాహిత్యాల పురోభివృద్ధికి దోహదం చేసే విధంగా. ఇతరుల అభిప్రాయాలనూ సూచనలనూ కూడా విన్నారు. ఎక్కడా అధికార దర్పాన్ని ప్రదర్శించలేదు ఆయన మాటల్లో. చాలా సౌమ్యంగా మాట్లాడే స్వభావం. పెద్ద సంస్థలకి అధిపతి అని భయపడేటట్లు లేదు ఆయన మాటతీరు. స్నేహపూర్వకంగా మాట్లాడారు.



శ్రీమతి అబ్బూరి ఛాయాదేవి గారు
(జననం 1933) తెలుగులో ప్రముఖ
రచయిత్రి. వీరి కథాసంపుటికి 2005లో కేంద్ర
సాహిత్య అకాడెమి పురస్కారం లభించింది.

సమావేశం అయిపోయాక ఇవతలకి తిరిగివస్తూ బయట నడుస్తున్నప్పుడు ఆయన పక్కని నడిచే అవకాశం కలిగింది. “ఇటువంటి సంస్థని చూసే అవకాశం కలగడం నా అదృష్టం” అంటూ, ఈ అవకాశాన్ని కలిగించినందుకు ఆయనకి కృతజ్ఞతలు తెలియజేశాను వినయంగా. ఆయన వెంటనే, “మీలాంటి వాళ్ళు ఇక్కడికి రాగలగడం మా అదృష్టం” అన్నారు. ఆ మాటల్లో ఆయన సహృదయత వెల్లడైంది.

యశస్విగారి వంటి మహనీయుడి మరణవార్త హఠాత్తుగా విన్నప్పుడు, మా కుటుంబంలో మరో ఆత్మీయుణ్ణి పోగొట్టుకున్నంత బాధ కలిగింది. మా అన్నయ్య డా. ఎం.జి. కృష్ణ ఉచ్చదశలో ఉండగా 1978లో ధన్ బాద్ నుంచి హైదరాబాద్ కి వచ్చినప్పుడు హఠాత్తుగా ‘మాసివ్ హార్ట్ అటాక్’ వచ్చి పోయాడు. యశస్విగారు పోయారని తెలియగానే మా అన్నయ్య మరణం గుర్తుకొచ్చింది. యశస్విగారి పార్థివ శరీరాన్ని బయటికి తీసుకు వెళ్తున్నప్పుడు తల్లి సీతమ్మగారు “ఈ ఇల్లు నీకు సరిపోలేదా నాయనా, ఎక్కడికో వెళిపోతున్నావ్?” అని విలపించి నప్పుడు మా అమ్మానాన్నగార్ల దుఃఖం గుర్తుకొచ్చింది. “ఆ

దేవుడికి నాలాంటి ముసలివాడు ఎందుకు పనికొస్తాడమ్మా, మీ అన్నయ్యలాంటి వాడు కావాలిగాని!” అని మా నాన్నగారు బాధపడుతూ అన్నారు.

యశస్విగారు సామాజిక, సాంస్కృతిక పురోభివృద్ధికి చేసిన సేవా, నిరాడంబర ధోరణి, వినయశీలతా విజ్ఞాన

సంపన్నులకూ, వివిధ సంస్థల అధిపతులకూ, అధికారులకూ అందరికీ మార్గదర్శకం. ఇక్ ఫామ్ యూనివర్సిటీ ద్వారా, సి.పి. బ్రౌన్ అకాడమీ ద్వారా తెలుగుభాషా సాహిత్యాలకూ, విద్యారంగానికి చేసిన విశిష్ట సేవతో ఆయన ‘తెలుగుయశస్వి’గా చిరస్మరణీయులుగా ఉంటారు.

ప్రసన్నమూర్తి శ్రీ యశస్విగారు

పింగళి సూర్యసుందరం

కొందరి పరిచయమమూల్యం. నాకు యశస్విగారి పరిచయమటువంటిది. ఆ పరిచయమమూల్యమే కాదు, ఆహ్లాదకరం కూడాను. ఆయనని స్వయంగా కలుసుకోక ముందే ఆయన పేరు విన్నాను. ఒకప్పుడు ఆయన 'హిందూ' పత్రికలో ఆర్థిక విషయాలపై ప్రతి ఆదివారం ఒక వ్యాసం రాసేవారు. ఆ వ్యాసాలు బాగుండేవి. విషయాన్ని వివరించడంలో ఒక శిల్పముండేది. వాటిని చదివి, నేనూ మా సహోద్యోగులూ చర్చించుకుంటూండే వాళ్లం. ఆ రోజులలో నేను మద్రాసులో ఉండేవాణ్ణి. ఆ రోజులలోనే యశస్విగారు మా బంధువర్గంలో ఒకరైనారు. అయినా నేను ఆయనని మరో దశకం గడిచే వరకూ కలుసుకోనే లేదు. ఈలోగా ఆయన ఎంతో ఎదిగారు.

ఏ వ్యక్తిగురించినా పూర్తిగా తెలుసుకోవడం కష్టం. సాధారణంగా మనం ఆ వ్యక్తి బాహ్యనడవడికను బట్టి కొన్ని అభిప్రాయలేర్పరచుకుంటాం. పరిచయమెక్కువైన కొద్దీ ఆ అభిప్రాయాలు ధృవపడనూ వచ్చు, లేదా మారనూ వచ్చు. యశస్విగారు నాకన్నా దాదాపు ఇరవై సంవత్సరాలు చిన్నవారు. ఆ కారణంగానో, మరెందువల్లో, ఆయన నాపై చాలా అభిమానం చూపేవారు. వీలయినప్పుడల్లా కలుసుకుంటూండేవారు. ఆయన బహుముఖ ప్రజ్ఞాశాలి.

అయినా నావంటి సామాన్యుని పట్ల ఆయనకి గల అభిమానానికి నేను ఆశ్చర్యపోయాను.

మా యిద్దరికీ common interest అని చెప్పుకోదగ్గది సాహిత్యాభిమానమే. ఇక్కడ స్వవిషయం కొంచెం చెప్పుకోవాలి. నేను పింగళి లక్ష్మీకాంతంగారి రెండవ కుమారుణ్ణి. ఉద్యోగ విరమణ తరువాత హైదరాబాద్‌లో స్థిరపడ్డాను. దైవానుగ్రహం వల్ల కొంత సాహిత్యవ్యాసంగం నాకు అభింది. నా పష్టిపూర్తి తరువాత, ఇంగ్లీషు నుంచి కొన్ని గ్రంథాలను—ముఖ్యంగా శ్రీరమణ మహర్షికి సంబంధించినవి—తెలుగులోకి అనువదించటం మొదలు పెట్టాను. నా గ్రంథాలను యశస్విగారికిస్తూండే వాడిని. ఇదిలా ఉండగా ఒకనాడు మాటలలో, పింగళి-కాటూరి కవుల మహాకావ్యం 'సౌందరనందం' గురించి చెప్పుకున్నాం. ఆధునిక ఆంధ్రసాహిత్యంలో అయిదు మహాకావ్యాలు వచ్చాయనీ, వాటిలో 'సౌందరనంద' ఒకటనీ అందరూ గుర్తించిన విషయమే. ఈ కావ్యం 1932లో మొదటిసారి ప్రచురింపబడింది. ఆ తరువాత ఏడెనిమిది సార్లు పునర్ముద్రింప బడింది. 2002 నాటికి ఆ కావ్యం వెలువడి 70 సంవత్సరాలవుతాయి కాబట్టి మళ్లీ ముద్రించే ప్రయత్నం చేద్దామని నేననుకున్నాను. ఈ విషయమే యశస్విగారితో



పింగళి సూర్యసుందరం గారు
(జననం 1930) ఇండియన్ ఆడిట్ అండ్
ఎకౌంట్స్ సర్వీస్లో అధికారిగా పనిచేసి
1988లో ఉద్యోగవిరమణ చేశారు. వీరికి
సాహిత్యం మీద, తాత్వికచింతన మీద
మక్కువ. షష్టిపూర్తి తరువాతే తమ రచనా
వ్యాసంగానికి శ్రీకారం చుట్టినా, ఇప్పటికే
సుమారు పది పుస్తకాలు వ్రాశారు.

కూడా అన్నాను. ఆయన రెండురోజుల తరువాత నాకు
వర్తమానం పంపారు, ఆ కావ్యాన్ని తమ YMA Publi-
cations ద్వారా ప్రచురించే అవకాశమిప్పించమని.
అప్పటివరకూ వాళ్లు తెలుగు గ్రంథాలను ప్రచురించలేదు.
ఆయన చేసిన ప్రతిపాదన నాకెంతో ఆనందం
కలిగించింది. ఆయనతో 'పద్యకావ్యం ప్రచురించడమంటే
కొంత నష్టాన్ని కొని తెచ్చుకోవడ' మన్నాను. "అయితేనేం"
అని అంటూ, ఆ కావ్యముద్రణకి సంబంధించిన
వివరాలన్నిటిలోనూ నాకు పూర్తి స్వేచ్ఛనిచ్చారు. సర్వాంగ
సుందరంగా, ఒక డీలక్స్ ఎడిషన్ని తయారుచేయగలిగాను.
అట్టమీద ప్రఖ్యాత శిల్పి అడవి బాపిరాజుగారు ఆ కావ్య
యిత్యుత్తాన్ని దృష్టిలో పెట్టుకొని చిత్రించిన వర్ణచిత్రఫోటోని
ముద్రించగలిగాము. ఈ ప్రత్యేక ముద్రణ 2001లో
వెలువడింది. ఇది కేవలం యశస్విగారి సంకల్పం వల్లనే
సాధ్యపడింది. వ్యక్తిగతంగా నేనూ, సాహిత్యాభిమానులూ
ఆయనకి ఋణపడి ఉన్నాము.

మరికొంతకాలానికి యశస్విగారు C.P. Brown Acad-
emy ని స్థాపించారు. తెలుగుభాషా సాహిత్యాలపై ఆయనకి
గల గౌరవానికి ఈ సంస్థ ప్రబల నిదర్శనం. ఈ అకాడమీని
ఆయన ఎందుకు స్థాపించవలసి వచ్చింది? నాకెప్పుడూ
ఆయన చెప్పలేదు గాని నా ఊహ ప్రకారం 21వ
శతాబ్దారంభంలో తెలుగుకి (అంటే భాషకీ, సాహిత్యానికీ)
గల అనాదరణ ఆయన్ని బాధపెట్టి ఉంటుంది. తెలుగును
ఉద్ధరించాలనీ, మన పూర్వపు సాహిత్యం గురించీ,
సాహితీవేత్తల గురించీ యిప్పటి వారికి తెలియజేయాలనీ
ఆయన భావించారేమో. ఈ అకాడమీ లక్ష్యాలు, చేపట్టిన
కార్యక్రమాలు నా ఈ అభిప్రాయానికి బలాన్నిస్తాయని నా
ఉద్దేశం. అకాడమీ నెలకొల్పిన కొద్ది సంవత్సరాలలోనే ఎన్నో
ప్రణాళికలను అమలు చేశారు. తెలుగు నేర్చుకోదలచిన
వారికి - అంటే తెలుగు మాతృభాష కానివారికీ, విదేశాలలో
ఉన్న తెలుగు పిల్లలకీ ఉపకరించే విధంగా Telugu

Learning Kit అని తయారు చేయించారు. అకాడెమీ చేపట్టిన కార్యక్రమాలన్నిటిలో ఇది ఉత్కృష్టమైనదనుకుంటాను. ఈ kit లో 8 పుస్తకాలు (ఇంగ్లీషు, తెలుగు భాషలలో ఉన్నాయి, ఒక audio CD కూడ ఉంది. ఈ CD సహాయంతో పిల్లలు తెలుగు అక్షరాలను, శబ్దాలనూ నేర్చుకోవచ్చు. అట్లాగే సుమతీ శతకం, వేమనశతకం కూడ నేర్చుకోవచ్చు. ఇటువంటి కార్యక్రమాన్ని తలపెట్టడమే అపూర్వమనుకుంటాను.

ఇదికాక, మన బాషా సాహిత్యాలను సుసంపన్నం చేసిన సాహితీవేత్తల జీవితచరిత్రలను రాయించారు. ఈ ప్రణాళిక క్రింద నాతో మా నాన్నగారి జీవితచరిత్రను రాయించి, ప్రచురించారు. ఇంకా ఎందరో ప్రముఖుల జీవితచరిత్రలు రాయించారు.

ఇవన్నీ ఒక ఎత్తు, తెలుగుకు విశిష్టమైన సేవలను చేసిన ప్రముఖులకు 'తెలుగు భారతి పురస్కార'మంటూ ఒకటి నెలకొల్పటం మరొక ఎత్తు. జాతీయస్థాయిలో జ్ఞానపీఠ అవార్డ్ ఉన్నట్టుగానే ఈ తెలుగుభారతి పురస్కారం ఉండేది. పురస్కార గ్రహీతలకు రెండున్నర లక్షల నగదు, ప్రశంసాపత్రము సమర్పించే ఏర్పాటు చేశారు. ఈ గ్రహీతలలో ప్రధములు, అగ్రగణ్యులు ఆచార్య భద్రరాజు కృష్ణమూర్తిగారు.

ఇటువంటి కార్యక్రమాలు ఆంధ్రప్రదేశ్ ప్రభుత్వం చేపట్టి ఉండాల్సింది. ఏ కారణం వల్లనో వాళ్లు చేపట్టలేదు.

నాకూ, సి.పి. బ్రౌన్ అకాడెమీకి ఇంకొక విధమైన సంబంధం కూడ ఏర్పడింది. అది కూడా యశస్విగారి వల్లనే. 1994 నుంచి నేను శ్రీరమణ మహర్షికి సంబంధించిన ఆంగ్ల గ్రంథాలను అనువదిస్తూనే ఉన్నాను. దాదాపు పదిపుస్తకాలు అట్లా అనువదించాను. వీటినిన్నిటినీ యశస్విగారికి ఎప్పటికప్పుడు ఇస్తూనే ఉన్నాను. ఆయనకి

ఏమనిపించిందో గాని, నన్ను స్వతంత్రంగా (అనువాదంగా కాకుండా) శ్రీ రమణ మహర్షి జీవితచరిత్రని రాయమన్నారు. ఆ జీవితచరిత్రని అకాడెమీ వాళ్లు ప్రచురించాలని ఆయన సంకల్పం. ఈ రచన కొంతవరకూ కొనసాగింది. ఇంతలోనే యశస్విగారు కన్నుమూశారు. కాని దైవానుగ్రహం వల్ల ఆ గ్రంథాన్ని పూర్తిచేసి, నేనే స్వయంగా ప్రచురించాను. బహుజనాదరణ పొంది, ఆ గ్రంథం ఏడాది తిరిగే లోగా పునర్ముద్రితమైంది. యశస్విగారి ప్రోద్బలం లేకపోతే ఆ గ్రంథరచనకి నేను పూనుకునే వాణ్ణి కాను. అంతకు పూర్వమే మహర్షి జీవితచరిత్రలు కొన్ని ప్రచురింపబడ్డాయి. నేను 2012 ఈ గ్రంథాన్ని ప్రచురించాను. అంతకు పూర్వపు జీవితచరిత్రలలో లేని విషయాలను ఇందులో చేర్చగలిగాను. ఈ పుణ్యకార్యాన్ని నాతో చేయించి, యశస్విగారు, ధన్యులయినారు. శ్రీ రమణ మహర్షి భక్తులెంతగానో సంతృప్తి చెందారు.

యశస్విగారికి శాస్త్రీయ సంగీతమంటే కూడ అభిమానం. త్యాగరాజస్వామి కీర్తనలను తెలుగు రాని వాళ్లు నేర్చుకోవడానికి వీలుగా శ్రీ మద్దాది వెంకట సుబ్బయ్యగారు సంకలనం చేసిన The complete Kritis of Sri Thyagaraja అనే బృహద్రంథాన్ని తమ Icfai University ద్వారా ప్రచురించారు. త్యాగరాజస్వామి వారి కీర్తనలకు ఇంగ్లీషు అనువాదం, ఉచ్చరించడానికి వీలుగా ఇంగ్లీషులో ముద్రింపబడ్డాయి. దాదాపు 700 పేజీలున్న ఈ బృహద్రంథం తెలుగు రాని వాళ్లకి చాలా ఉపయోగకారి. సంగీతాభిమానులు శ్రీ యశస్విగారికి ఎంతో ఋణపడి ఉన్నారు.

ఇతర రంగాలలో కూడా ఎంతో సాధించినవారు యశస్విగారు. వివిధ విద్యా సంస్థలను నెలకొల్పి వాటి ప్రమాణాలను కాపాడుతూ వచ్చారు. ఇంత సాధించినా ఏ మాత్రం స్వాతిశయం లేని వినయశీలి ఆయన.

ఆ వినయం ఆయన సంభాషణాచాతుర్యంలో కూడా కనబడేది. A good conversationalist is one who listens to what others say అని ఒక నిర్వచనముంది. అవతలి వానినే మాట్లాడనిచ్చేవారు యశస్విగారు. సంబంధిత విషయంలో తన కెంత ఎక్కువ తెలిసినా త్వరగా బయటపడేవారు కారు. అంతటి వినయ ముండటం అసాధారణం.

ఆధ్యాత్మికరంగంలో సాధన చేసేవారికి శాంతం అలవడుతుంది. భగవద్గీతంటే యశస్విగారికి చాలా అభిమానం. ఆ అధ్యయనం వల్లనే కాబోలు ఆయన వదనమెప్పుడూ ప్రసన్నంగా ఉండేది.

యశస్విగారు సార్థకనామధేయులే కాదు, కారణజన్ములు కూడ. అటువంటి మహనీయుని గురించి ఈ నాలుగు ముక్కలూ రాసే అవకాశం కలిగినందుకు సంతోషిస్తున్నాను.

యశస్వీ! తిరిగిరా!

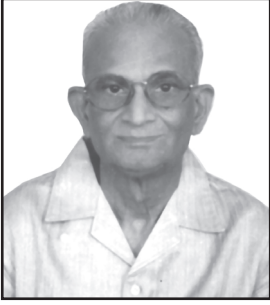
జి.ఎన్. మూర్తి

ఆంధ్రుల సాంస్కృతిక రాజధానిగా, విశిష్టవిద్యా కేంద్రంగా “Intelligentlemen”కు నిలయంగా రాజకీయ చైతన్యానికి, దేశభక్తికి, స్వాతంత్ర్య సమరానికి, న్యాయశాస్త్రకోవిదులకు, వైద్య విజ్ఞానప్రసిద్ధులకు ప్రతీకగా విలసిల్లుతూన్న గుంటూరు పట్టణం నందూరి జ్యోతిర్లక్ష్మి యశస్వికి జన్మస్థానం. నందూరి వెంకటేశ్వరరావు, దంపతులకు గారాబు బిడ్డ యశస్వి. తండ్రి వేంకటేశ్వర రావుగారు ఇంగ్లీషు, గణితశాస్త్ర బోధనలో పేరెన్నికగన్న ఉపాధ్యాయుడు. క్రమశిక్షణ, నిజాయతీ, నిబద్ధత, విలువలతో కూడిన శీలప్రధాన విద్యాబోధనకు ప్రతిరూప మతడు. యశస్వికి సహజంగానే తండ్రి నుండి యీ ఉత్తమ లక్షణాలు సంక్రమించాయి. మానవతావిలువలు, క్రమశిక్షణ యశస్విని జీవితాంతం అంటిపెట్టుకునే ఉన్నాయి. సహజ ప్రతిభావ్యుత్పత్తులకు, ప్రజ్ఞాప్రాభవాలకు యశస్వి నిరంతరం ప్రత్యక్ష నిదర్శనంగా నిలిచాడు.

సుప్రసిద్ధమైన చరిత్ర, నిజాయతీ, వ్యక్తిత్వ వ్యవస్థాగత సంపద, జాతీయతాభావం, భక్తిభావం, సమైక్యతరాశిగా కల కళాశాల గుంటూరు హిందూ కళాశాల. విద్యావ్యాసంగ లీలగా, విజ్ఞానహేలగా, సకల సద్గుణ సంపన్నశీలగా హిందూ కళాశాల ప్రసిద్ధి చెందింది. హిందూ కళాశాల

పాలకవర్గం, అధ్యాపకులు దేశంలోనే లబ్ధప్రతిష్ఠలు. విద్యార్థుల ప్రతిభ కళాశాల ఖ్యాతిని యెంతగానో యినుమడింపచేసింది. యశస్వి, హిందూ కళాశాల అనుబంధ సంస్థలోను, హిందూ కళాశాలలోను తన విద్యావ్యాసంగం చాలా ప్రతిభావంతంగా, స్ఫూర్తిమంతంగా కొనసాగించాడు. అన్ని పరీక్షలలోనూ రాష్ట్రంలో ప్రథమ స్థానమే! బి.కాం డిగ్రీలో విశ్వవిద్యాలయంలో ప్రథమ స్థానాన్ని కైవసం చేసుకున్నాడు. డిగ్రీ విద్యార్థిగా వున్నప్పటినుండీ తెలుగు, ఇంగ్లీషు వక్రత్వ పోటీలలో అసంఖ్యాకంగా రోలింగ్ ట్రోఫీలు, బహుమతులు గెల్చుకున్నాడు. యింగ్లీషులోను, తెలుగులోను అనేక ప్రతిష్టాత్మకమైన బహుమతులు కళాశాలకు అందించాడు.

1963లో హిందూకళాశాలలో సోషల్వర్క్ విభాగంలో లెక్చరర్గా చేరాను. విద్యార్థి దశనుండీ అనేక డిబేటింగ్ పోటీలలో పాల్గొని, బహుమతి గ్రహీతగా వున్న అనుభవం, అనుభూతి హిందూకళాశాలలో డిబేటింగ్ రంగంలో వినూత్న ప్రయోగాలకీ అవకాశం నాకు కల్పించింది. చేరిన నాటినుండీ విద్యార్థులకు వివిధ అంశాల మీద వక్రత్వ పోటీలు యింగ్లీషు, తెలుగు భాషలలో నిర్వహించి చక్కని విలువైన ప్రబోధాత్మక గ్రంథాల్ని బహుమతిగా



ఆచార్య జి.యన్.మూర్తిగారు 35 సంవత్సరాలపాటు (1963-98) గుంటూరు హిందూకాలేజీలో సోషియాలజీ సోషల్ వర్క్ విషయాల అధ్యాపకులుగా పనిచేశారు.

ఆంధ్రప్రదేశ్ ప్రభుత్వం నుంచి 'ఉత్తమ అధ్యాపకులు'గా పురస్కారాన్ని పొందిన శ్రీమూర్తిగారు ప్రస్తుతం విజయవాడలో విశ్రాంతి జీవితం గడుపుతున్నారు.

అందించేవాడ్ని. అందువలన ఉత్తమవక్తలతో గుంటూరు పట్టణంలో అతి స్వల్పకాలంలోనే పరిచయం, సాన్నిహిత్యం యేర్పడింది. 1968వ సంవత్సరం హిందూ కళాశాల డిబేటింగ్ అసోసియేషన్ చరిత్రలో అపూర్వమైన మలుపు. కళాశాల ప్రిన్సిపాల్ శ్రీ యర్రమిల్లి శ్రీరామచంద్రన్ (వైఎస్ఆర్ చంద్రన్) నన్ను డిబేటింగ్ సంఘానికి అధ్యక్షునిగా నియమించారు. అప్పటికే బాగా పరిచయమున్న యశస్వి, బృహస్పతులతో కలిసి ప్రథమ అంతర్ కళాశాల వక్రత్వ పోటీల నిర్వహణకై ప్రయత్నించాను. అప్పుడు యశస్వి “మాస్టారూ! మనం రాష్ట్రస్థాయిలో అంతర్ కళాశాల వక్రత్వం పోటీలు యింగ్లీషు, తెలుగు భాషలలో నిర్వహిద్దాం. అన్ని కళాశాలలకు, విశ్వవిద్యాలయాలకు ఆహ్వానం పంపిద్దాం” అన్నాడు. భారీవ్యయ ప్రయాసలతో కూడిన వ్యవహారం, పోటీలో పాల్గొనడానికి వచ్చిన వారికి కనీసపనతి సౌకర్యం కల్పించాలి. ప్రతిష్ఠాత్మకమైన రోలింగ్ బ్రోఫీలు, ఉత్తమ గ్రంథాలు బహుమతులుగా యివ్వాలి. నేను మొదటిసారిగా అధ్యక్షునిగా యిది నిర్వహించడానికి కొంచెం జంకాను. అప్పుడు యశస్వి నాతో అన్న మాటలు యింకా నా చెవుల్లో రింగుమంటున్నాయి “The ultimate measure of man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy” అంటూ తమ సహాయసహకారాలు తప్పక వుంటాయని చెప్పి ప్రథమ రాష్ట్ర స్థాయి అంతర్ కళాశాల యింగ్లీషు, తెలుగు వక్రత్వం పోటీలకు శ్రీకారం చుట్టించాడు. ఖలీల్ జిబ్రాన్ చెప్పినట్లు “సాహసం ఒక అగ్ని పర్యవేక్షణ. ససేమిరా మొలవదు దానిపై భీరుత్వ బీజం”, ముందడుగు వేశాం.

కళాశాల ప్రిన్సిపాల్, పాలకవర్గం పరమానందభరితులై స్వాగతించారు. మా ప్లాన్ యథాతథంగా అంగీకరించారు. మేము స్థానిక ప్రముఖుల నుండే రోలింగ్ బ్రోఫీలు, వ్యక్తిగత బహుమతులు సేకరించాం. హిందూ కళాశాల చరిత్రలో

అత్యుత్తమ గ్రంథాల్ని అధిక మొత్తంతో సేకరించాం. హిందూ కళాశాల చరిత్రలో యీ పోటీలు రెండురోజులూ సువర్ణాక్షరాలతో లిఖించబడినవి అని ప్రిన్సిపాల్, కళాశాల పాలకవర్గ అధ్యక్షులు, కార్యదర్శి ప్రకటించారు. చాలా కోలాహలంగా జరిగాయి. రాష్ట్రం నలుమూలల నుండి ప్రతిభావంతులైన యువతీయువకులు పాల్గొని న్యాయనిర్ణేతలకు పోటీపెట్టారు. ఆంధ్రవిశ్వవిద్యాలయం నుండి ప్రపంచ ప్రఖ్యాతవక్తగా, రాజనీతి శాస్త్రవేత్తగా పేరెన్నికగన్న ప్రొ॥ ఆర్.వి.ఆర్. చంద్రశేఖరరావు, వర్ణుల లింగమూర్తిగారల నుండి ఇంగ్లీషు, తెలుగు చర్చనీయాంశాలను సీల్డ్ కవర్లలో తెప్పించాం. మధ్యాహ్నం 2 గంటల నుండి రాత్రి 2 గంటల వరకూ పోటీలు అత్యంత రసవత్తరంగా, ఆసక్తి కరంగా సాగాయి.

యశస్వి యింగ్లీషులోనూ, వావిలాల బృహస్పతి యశస్వి తెలుగులోనూ పోటీలలో పాల్గొన్నారు. అసంఖ్యాక టీములన్నింటిలో వీరిదే ప్రథమస్థానం. విజేతలు, న్యాయనిర్ణేతలు వివిధ ప్రాంతాలకు చెందినవారు. వారి తీర్పు, శ్రోతల తీర్పు ఒక్కటయింది. హర్షధ్వానాలు వర్షంగా కురిసాయి. ప్రప్రథమంగా రెండురోజులు జరిగిన పోటీలను ఆకాశవాణి వారు రికార్డు చేసి ప్రసారం చేసాయి. ఉత్తమ వక్తలతో ఇంటర్వ్యూ జరిపి ప్రసారం చేసారు. ఈ పోటీలలో పాల్గొన్న వక్తలు తర్వాత ఆంధ్రప్రదేశ్ ప్రభుత్వంలో ఉన్నత పదవులు అలంకరించారు. దేశ విదేశాలలో ప్రతిష్ఠాత్మకమైన పదవులలో స్థిరపడ్డారు. ఆనాటి పోటీలలో యశస్వి మాట్లాడిన పదచిత్రాలు మదిలో యింకా పదిలంగా మెదులుతున్నాయి. “చీకటిని తరిమేందుకు మిణుగురు పురుగులు చేసే ప్రయత్నం కూడా, విజయాన్ని కాంక్షించేవానికి స్ఫూర్తిగా నిలుస్తుంది” అన్న మహాకవి మిల్టన్ పలుకులూ, “జీవితంలో ఏదైనా కోల్పోవడానికి క్షణం పట్టదు. ఏదైనా సాధించాలంటే దశాబ్దం పట్టవచ్చు. ఒకరి గుణగణాలు పరీక్షించాలంటే ఒకసారి అతనికి అధికారం

యిచ్చి చూస్తే చాలు” అన్న అబ్రహం లింకన్ బంగారు పలుకులూ, ‘వెయ్యి మైళ్ళు ప్రయాణం కూడా ఒక్క అడుగులోనే ప్రారంభమవుతుందన్న విశ్వాసంతో కూడిన పదాలు నిత్యముత్థాల సరాలు.

హిందూ కళాశాలలో బి.కాం విద్యార్థిగా 1966 నుండి 1969 వరకూ చరిత్రాత్మక, స్ఫూర్తిమంతమైన విశేష సమయాన్ని తోటి విద్యార్థులకు అందించారు. చాలా సరళమైన, సున్నిత, సులభశైలిలో తోటి విద్యార్థులకు తీరిక సమయాల్లో బోధన చేయడం, జోక్స్ తయారుచేసి యివ్వడం వంటివి చేసేవాడు యశస్వి. తనతో పాటు అనేకమందికి బి.కాంలో 1969లో ఫస్టుక్లాసులు లభించడం విశేషం. యశస్వికి కామర్స్ లో గురువులైనవారు శ్రీయుతులు జె.ఎస్. శర్మగారు, జె. పరబ్రహ్మంగారు, పి. వేంకటేశ్వరరావుగారు ప్రభృతులు యశస్విని జీనియస్ గా వర్ణించి, ‘అతని ప్రతిభా వ్యుత్పత్తుల ముందు, అతని విజ్ఞాన, సుజ్ఞానముల ముందు గురువులు కూడా నిల్వడం కష్టమే. అతడు అసాధారణ మేధావి’ అని, ‘యిటువంటి వ్యక్తి చాలా కాలానికి అపురూపంగా జన్మిస్తా’డని, ‘అతని ప్రతిభ స్వయం ప్రకాశ’మని, గురువులమని చెప్పుకోటం, అలా గర్వించేందుకు మాత్రమేనని, ‘అయితే యశస్వికి గురువులన్నా, పెద్దవారన్నా అమితమైన గౌరవ మర్యాదలున్నా’ యని వర్ణించారు. ప్రస్తుతం వారెవరూ లేరు. నాకు యశస్వి మిత్రులతో కూడా చాలా అనుబంధముంది. వారు యశస్విని గురించి చెప్తూ, ‘జ్ఞానపరిధిలో అతను అనన్య సామాన్య శేముషీ విశేష ప్రజ్ఞావంతుడు. అతని స్థాయిని యెప్పుడూ, యెక్కడా అందుకోలేరు. అయితే అతడు నిగర్వి నిరాడంబరుడు. అపూర్వస్నేహశీలి. సంభాషణాచాతుర్యం, చిలిపితనం, సునిశితహాస్యం, ఛలోక్తులు, సమయస్ఫూర్తి అతడి ఆస్తి’ అన్నారు. తర్వాత యశస్వి ICWAI, CA పరీక్షలు వ్రాశాడు. రెండింటిలోనూ ఇంటర్మీడియట్, ఫైనల్ పరీక్షల్లో భారతదేశంలోనే ప్రథమస్థానం పొంది సరికొత్త

రికార్డు సృష్టించాడు. Taxation Policy మొదలైన పేపర్లలో అతడు సాధించిన విజయాలు నేటికీ రికార్డే.

గుంటూరులో యశస్వి ICWAI పరీక్షల్లో సాధించిన అపూర్వ విజయాల సందర్భంగా, లయన్స్ క్లబ్ గుంటూరునార్త్ వారు, హిందూ కళాశాలవారు, ఇతర విద్యావిజ్ఞాన సంస్థలు నిర్వహించిన సన్మాన సభలన్నింటిలోనూ నేనే ప్రధాన వక్త కావడం. నా అదృష్టం.

యశస్వి ఉన్నత పదవిలో, క్షణం తీరిక లేక, ప్రతీక్షణం విలువైన ఆలోచన ప్రవంతికి, వాణిజ్యరంగంలో నూతన ప్రయోగాలకు వినియోగిస్తున్న సమయమది. నాకు A.P. State Board Teacher Award 1981లో లభించింది. దానికోసం హైద్రాబాద్ వెళ్ళాను. అనుకోకుండా తాజ్ మహల్ హోటల్లో యశస్వి తారసపడ్డాడు. అన్ని అంశాలు, వ్యక్తిగత విషయాల ప్రస్తావన అయ్యాక అవార్డు వచ్చినందుకు గర్విస్తున్నాను అని చెప్పి ఆ సాయంత్రం సమయాన్ని వెచ్చించి అవార్డు స్వీకారోత్సవానికి విచ్చేసినన్న ఆనందసముద్రంలో ముంచెత్తాడు. తర్వాత కలిసినప్పుడు కూడా ఒక గంట వెచ్చించి గతస్మృతులు ఒక్కసారి జ్ఞప్తికి తెచ్చేవారు.

యశస్వి మార్గదర్శకత్వంతో, అతనిని ఆదర్శంగా పెట్టుకుని యెందరో విద్యార్థులు CA చేసారు. విజయవాడలో ఒక ప్రసిద్ధ చార్టర్డ్ అకౌంటెంట్ జి. సాయి విశ్వనాథం “యశస్వి మాకు అప్పట్లో Role Model” అన్నాడు. గుంటూరుకు చెందిన సుప్రసిద్ధ చార్టర్డ్ అకౌంటెంట్ పి. గోపీకృష్ణ, యశస్విని ఒక Phenomenon గా, మహా మేధావిగా వర్ణించారు. ‘అతడి దరిదాపులలో యిప్పటివరకూ ఎవ్వరూ చేరుకోలేదు. చేరుకోవడం కష్టం కూడా. జాతీయస్థాయి నాలుగు పరీక్షలలో ప్రథమస్థానం, విజ్ఞానం, విశ్లేషణ అసాధ్యం. “గుడ్ విల్” గురించి యశస్వి చేసిన ప్రసంగం యిప్పటివరకూ యెవ్వరూ చేయని,

చేయలేని, స్ఫూశించని, అత్యంత ప్రయోజనకరమైన, ఉపయోగకరమైన, విజ్ఞాన దివ్య ఔషధం అన్నారు. “నభూతో నభవిష్యతి” అంటూ వేంకటేశ్వర స్వామీజీ, శ్రీ సత్యసాయిబాబా వారిని ఒక Phenomenonగా ఆరాధిస్తారో యశస్వికూడా అంతే’ అన్నాడు.

యశస్వి యెన్నో సంచలనాత్మక, ఆలోచనాత్మక వ్యాసాలు ప్రధాన ప్రముఖ పత్రికలలో ఆంగ్ల, ఆంధ్రభాషలలో ప్రచురించారు. ఎన్నో ప్రసంగాలు వినూత్న సంచలనాత్మక విద్యా విజ్ఞాన విషయాలమీద అలవోకగా చేసాడు. వావిలాల బృహస్పతిని 2007లో అమెరికాలో కలిసినప్పుడు గంటకు పైగా యశస్వి గురించే మాట్లాడుకున్నాం. ఇంతలో హఠాత్తుగా యశస్వి అకాలమరణవార్త విని చలించి పోయాను. “పుట్టిన ప్రతిమనిషికి మృత్యువే చరమావధి/ ఆత్మకుమాత్రం అది అంతు లేని ఆది.” ఖలీల్ జిబ్రాన్ చెప్పినట్లు యశస్వి ఆత్మకు మాత్రం అంతము కాని ఆది అతని మరణం. ఆత్మవిశ్వాసం గల యే కొద్దిమంది వ్యక్తులచరిత్ర మాత్రమే ప్రపంచ చరిత్ర అవుతుందన్న వివేకానంద అమృతపదాలు యశస్విని విశ్వవిఖ్యాత మేధావిగా నిల్పుతాయి.

వినవస్తున్నవి విజయశ్రీ మంజులమంజీర నిస్వనాలు. వికసిస్తున్నవి మానసంలో హిరణ్మయ కమలవనాలు. ఎందుకో తనలో తానే అందంగా నవ్వుకుంటున్నది తూర్పు. అందీ అందని అనురాగంతో అందిస్తున్నది ముత్యాల కూర్పు. ఆ ముత్యాలకూర్పుతో దిక్కుదిక్కులు కీర్తిచంద్రికలు నింపి, వెలుగులెలాల్చి, ఆత్మవిశ్వాస వికాస ప్రకాశ చరిత్ర సృష్టించి పరమపదించిన భారతమాత ముద్దుబిడ్డ యశస్వి.

భారతీయులకు పునర్జన్మ మీద అత్యంతమైన విశ్వాసం ఉంది.

యశస్వీ! మధురవచస్వీ, నిత్యనిరంతర స్నేహ సౌభాగ్య నీ సేవలు భారతదేశానికి చాలా విలువైనవి. అవసరమైనవి. యశస్వీ! తిరిగిరా! మరలరా! నీ కోసం దేశం, బంధువులు, మిత్రులు, ఆత్మతతో ఆనందంతో ఎదురుచూస్తున్నారు.

జీవితాన్ని ప్రేమించినవాడు, జీవించడం తెలిసిన వాడు, నవనవాలైన వర్ణార్ణవాల మీద అందంగా ఉదయించిన భానుడు యశస్వీ మనహితుడు, సన్నిహితుడు. ఎర్రటి పెదవుల మీద తెల్లని చిరునవ్వుల వీణల్ని మీటినవాడు, మంచిగంధంలా పరిమళించే మానవత్వం అలంకారంగా గల్గినవాడు, “work is worship”, “Duty is God” అని నినదిస్తూ, “I am not interested in excuses for de-

lay but only in things done” అన్న ఆచరణాత్మక భావనని, విశ్లేషణాత్మక ఆలోచన కలిగినవాడు మన యశస్వీ.

మనసు వెన్నెల యిసుకలో మమతా ఖర్జూరాలు పండించుకుని, సమతా సాన్నిధ్య జలధిలో జలకమాడి, గుండెవాకిలి తెరిచి ప్రేమానురాగాలు ఆదరాభిమానాలు పంచియిచ్చిన మధురమనస్వి యశస్వీ.

“సరోత్తములకే అందుతాయి నమస్సులు

దురాత్ములకు కాదు

కారుణ్యానికే వంగుతాయి శిరస్సులు

కారిన్యానికి కాదు.

అతడు యశస్వి

పరిమి ఆంజనేయశర్మ

శ్రీ మాజేటి గురవయ్యోన్నత పాఠశాలలో నేను ఉపాధ్యాయుడుగా జేరిన రెండవ సంవత్సరమది. అప్పుడు యశస్వి IX class చదువుతున్నాడు. Annual exams English paper value చేస్తున్నాను. ఆ రోజుల్లో మా స్కూల్లో code numbering వేసేవాళ్లు. మేము మాష్టారి యింటికి మూడు ఇళ్లు ఎడంగా ఉండేవాళ్లము. ప్రాంగణంలో కుర్చీలో కూర్చొని పేపర్లు దిద్దుతున్నాను. వాటిలో ఒక పేపరు చివరికి వచ్చింది. చాల ముచ్చట అనిపించింది. తలెత్తి చూస్తే శ్రీ వెంకటేశ్వరరావు మాష్టారు వాకిట్లో రోడ్డు మీదుగా వెళుతున్నారు. నేను తటుక్కున లేచి ఆయన దృష్టిలో పడి, ‘మాష్టారూ, యశస్వి పేపరు దిద్దుతున్నాను. మీరు వచ్చి చూస్తారా?’ అన్నాను. ఆయన ‘అది మావాడి పేపరని మీకెట్లా తెలుసు?’ అన్నారు. ‘ఈ పేపరులో ఎక్కడ ఒక్క తప్పు కూడా కనిపించలేదు. ఇది యశస్వి పేపరని నమ్ముతున్నాను. చూడండి’ అన్నాను. ఆయన నామీద అనురాగంతో వచ్చి చూశారు. తొణకకుండ సంతోషం వెలిబుచ్చి వెళ్లిపోయారు. ఆ తరువాత సరిచూచు కొన్నాను. అది యశస్వి పేపరే !!

ఆ రత్నం ప్రకాశం ఇప్పుడు తిరోహితమయింది.

అవి యశస్వి C.A. చేస్తున్న రోజులు. మాస్టారికి చాలా

జబ్బు చేసింది. శ్రీ R.R.K. మాస్టారి యింట్లో పెట్టుకుని ఆదరాభిమానాలతో సేవ చేస్తున్నారు. నేను కూడా తోడవుతుండే వాడిని. అప్పుడు ఒకసారి యశస్వికి జ్వరం వచ్చింది. రామక్రిష్ణయ్య మాస్టరుగారు చాల నిక్కచ్చి. పథ్యంగట్టిగా అమలు చేయాలిందే. యశస్వి చాపమీద పడుకుని ఉన్నాడు. పక్కనే ఉన్న నన్ను చూచి చిన్నగా ‘మాస్టారూ, నేను మామిడికాయ పప్పు అన్నం మళ్లీ ఎప్పుడు తింటానో చెప్పగలరా?’ అన్నాడు. అంత జ్వరంలో కూడా చిరునవ్వుతో చమత్కారంగా మాట్లాడటం ఒక విశిష్ట లక్షణమే మరి! అటువంటి స్థాయి! ఆ ధన్యుడికి మాతృమూర్తి నేర్పిన పాఠం అది!

ఒకసారి మాస్టారి ఆదరణలో ఉన్న ఒక బంధువుల అమ్మాయికి పెళ్లి సంబంధానికి, ఇంటివాడు కాబట్టి యశస్విని కాస్త వయసుగలవాణ్ణి కాబట్టి నన్ను కలిపి పంపించారు. అది ఒక పల్లెటూరు. తీరా ఆ యింటి యజమాని పొలంలో ఉన్నారని, అక్కడికి ఒక ఫ్రైవేటు బస్సులో వెళ్ళవచ్చని చెప్పారు. సరే ఆ బస్సు ఎక్కాము. సుంచోవటమే. ఆ కండక్టరు ఎంతమందిని ఎక్కించాడో! ఇంకా అరుస్తున్నాడు, అవతలి ఊరి పేరు చెప్పతూ! ఊపిరి ఆడటం లేదు. యశస్వి ఆ కండక్టరు వీపుమీద గట్టిగా

ఒకటి చరచి 'ఎంతమందిని ఎక్కిస్తావు?' అన్నాడు. కిక్కురుమనలేదు గురుడు. 'రైట్' అన్నాడు. అదే ఇంకొకరు అట్లా చేసి ఉంటే?? అది యశస్వి వ్యక్తిత్వంలోని వైశిష్ట్యం.

తను పెంచిపోషిస్తున్న పెద్ద సంస్థకు అధిపతియయి ఉండగా ఒకసారి అతణ్ణి పంజాగుట్ట ఆఫీసులో చూడటానికి వెళ్లాను. Receptionలో నించి కబురు వెళ్లగానే ఎదురువచ్చి రెండు చేతులు చాచి స్వాగతిస్తూ నన్నులోపలికి తీసుకుని వెళ్లాడు. కూర్చోగానే 'నాయనా జనారణ్యంలో విరాజిల్లు తున్నావు' అన్నాను. 'ఇదంతా మీ ఆశీర్వాదం' అన్నాడు వినియంగా. అది అతని నైజం. ఇది నిజం.

అతడు యశస్వి.



శ్రీ పరిమి అంజనేయ శర్మగారు
మాజేటి గురవయ్య ఉన్నత పాఠశాల,
గుంటూరులో ఇరవై ఏడు సంవత్సరాలు
ఆంగ్ల, గణిత, విజ్ఞానశాస్త్ర ఉపాధ్యాయులుగా
పనిచేశారు. ప్రస్తుతం, చందానగర్,
హైదరాబాదులో పుత్రపౌత్రులతో
విశ్రాంత జీవితం గడుపుతున్నారు.

ప్రత్యేక సృష్టి

సుబ్బరాయ శర్మ కాట్రపాటి

జన్మ సాఫల్యమైంది, పెట్టినపేరు సార్థకమయింది లాంటి పదాలు మనం వింటుంటాం కాని చూసేది అరుదుగా.

అలాగే మనం కొన్ని సార్లు నిజంగానో వ్యంగ్యంగానో వీడొక ప్రత్యేక సృష్టి అని కూడా అంటుంటాం. ఈ మాటలన్నీ నూటికి నూరు పాళ్ళు నిజం చేసిన వ్యక్తి మన నందూరి జ్యోతిర్లక్ష్మి యశస్వి. యశస్వి పెద్ద ఆర్థిక శాస్త్రవేత్తగా, విద్యావేత్తగా ప్రపంచానికి తెలుసు కాని 6వ క్లాసు నుంచి 11వ క్లాసు వరకు అతనితో కలిసి శ్రీ మాజేటి గురవయ్య హైస్కూలులో చదివిన బి సెక్షను విద్యార్థులందరికీ అతని బాల్యం గురించి తెలుసు.

ఆ చిన్న వయసులోనే ఎంతో హుందాగా, వయసుకు మించిన పెద్దరికంతో ప్రవర్తించేవాడు. ఆ వయసులోనే నాయకత్వ లక్షణాలు ఉండేవి. తన తోటి పిల్లలకు చదువులో కావలసిన సహాయం చేసేవాడు. అదే విధంగా ఒక్కొక్క సారి అతనిలోని హాస్యప్రవృత్తి బయట పడేది. కొంటే మాటలు వ్యంగ్య బాణాలు విసిరే వాడు. అవి అర్థం కావటానికి కూడా కొంచెం తెలివి కావాలి. అందరికీ అర్థం అయ్యేవి కాదు. అతని తండ్రి నందూరి వెంకటేశ్వరరావు గారు మా స్కూల్లో టీచరు. ఆయన అందరి పిల్లలని తన

సొంత బిడ్డల లాగా ఎంతో దయతో చూసేవారు (మన తెలుగు సినిమాల్లో నాగయ్య గారి లాగా). కాని ఆయన తన పలుకుబడిని గాని, యశస్వి ఆయన అండ చూసుకుని అధికార దుర్వినియోగం చెయ్యటం కాని ఎన్నడూ లేదు. యశస్వి తల్లిగారు కూడా విద్యావంతులవటంతో అతనికి చదువుతో పాటు ఇతిహాసాలు, పురాణాలు, దేశ విదేశ సాహిత్యాలలోను మంచి ప్రవేశం ఉండేది. యశస్వికీ, మాలో కొందరికీ చదువులో ఎప్పుడూ ఆరోగ్యవంతమైన పోటీ ఉండేది. కాని మా అందరికీ ఒకటే టార్గెట్ యశస్విని మించాలని. అది జరిగితే ఆరోజు పండగే. లెక్కల క్లాసులో ఏదైనా 'థీరం' సాల్వ్ చేయాల్సివస్తే, అందరూ ఒక రకంగా చేయగలిగితే అతను నాలుగు రకాలుగా చూపేవాడు. 7వ క్లాసులో అనుకుంటా, అతను ఒక క్లాసు పత్రిక మొదలుపెట్టి ఎడిటర్ గా పనిచేశాడు. మేమందరం జోక్స్, ఆర్టికల్స్ వ్రాస్తే వాటిని అతను ఎడిట్ చేసి సంపాదకీయం రాసి మా అందరికీ క్లాసులో వినిపించేవాడు. అంతేగాక అతను మంచి వక్త. ఆ చిన్నవయసులోనే అతని ప్రసంగాలు ఎంతో భావగర్భితంగా, క్లుప్తంగా, ఆసక్తికరంగా వుండేవి. ఒక్క క్రీడారంగంలోనే అతను పాల్గొనేవాడు కాదు కాని ఆటల గురించి మంచి అవగాహన వుండేది. అటువంటి

మహాన్నతమైన వ్యక్తి. మా సహవిద్యార్థి అయినందుకు
ఎంతో గర్వంగా వుంది, అతనికి ఒక చిన్న నివాళి:

నింగి నుండి ఒక తార భువి పైన వెలసింది

1950లో ఒక రోజున

వెన్నెలే విరిసింది నండూరి వారి వంశాన ఆ రోజున

పువ్వు పుట్టగానే పరిమళించు చందాన

యశస్వి వెలిగేను “జ్యోతిర్లక్ష్మి” రూపాన

పలకా బలపంపై అ ఆ లు దిద్దె ఒక శుభలగ్నాన

బహుశా చదువుల తల్లె వెలసేనేమో అతని రూపాన

అచ్చెరువు చెందె పంతుళ్ళందరు బడిలోన

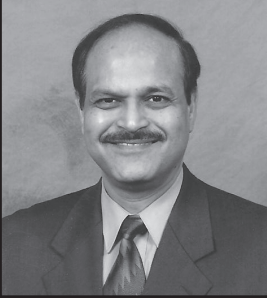
నాయకుడై నిలిచి పొందేను సహచరుల మన్నన

పట్టభద్రుడై నిలిచెను దేశంలో అగ్రస్థానాన

విద్యా సంస్థలెన్నో స్థాపించె ఒక వినూత్న రూపాన

తర తమ బేధం లేకుండా చేసెను ఉపాధి కల్పన

పేరుకు తగ్గట్టు యశస్సుడయ్యెను దిగ్విశాంతుల లోన



డాక్టర్ కాట్రపాటి సుబ్బరాయ శర్మ గారు
గుంటూరు పట్టణానికి చెందినవారు.
ప్రస్తుతం అమెరికాలో ఓహయో రాష్ట్రం,
లూకాస్ కౌంటీలో వైద్యవృత్తిలో ఉన్నారు.

సార్థక నామధేయుడు

శ్రీరమణ

అది 17వ శతాబ్దం. బ్రిటన్ దేశపు పట్టణంలో ఒక పెద్ద చర్చి నిర్మించాలని ఆదేశ చక్రవర్తి నిర్ణయించాడు. దేశంలోని నిర్మాణ శిల్పులను రావించాడు. సువిశాలంగా, సుందరంగా పరిశుద్ధ వాతావరణం చిప్పిల్లుతూ ఆ ప్రార్థనామందిరం ఉండాలన్నాడు. నిర్మాణ శిల్పులంతా తమతమ పథకరచనలను చక్రవర్తికి సమర్పించారు. వాటిలో ఒక శిల్పి చిత్రించిన ప్రాసాదం అందరికీ నచ్చింది. దాదాపు అరవై అడుగులు ఎత్తున పైకప్పుతో గంభీరంగా వుంది. చర్చిలో వుండవలసిన అవసరాలు, అలంకారాలు, ఉన్నాయి. చక్రవర్తి సంతృప్తి పడి ఆపనిని ఆశిల్పికి అప్పగించాడు. నిర్మాణకార్యక్రమం మొదలై శరవేగంగా సాగుతోంది. మధ్యమధ్య రాజాధికారులు, సాంకేతిక నిపుణులూ పర్యవేక్షణకు వస్తున్నారు. తీరా కప్పు వేసే సమయానికి నిర్మాణశాస్త్రం తెలిసిన శాస్త్రవేత్తలు ఒక అభ్యంతరం పెట్టారు. ముందువైపు రెండు బలమైన స్తంభాలు వుంటేకాని చర్చి పైకప్పు నిలబడదన్నారు. శాస్త్రరీత్యా యీ కట్టినగోడలు అంతటి బరువుని తట్టుకోలేవన్నారు. శిల్పి వారితో వాదించాడు. ముందువైపు అలా స్తంభాలు నిర్మిస్తే మందిరం ఆకృతి చెడిపోతుందన్నాడు. తన వాదనను గట్టిగా వినిపించాడు. అయినా వారెవరూ అంగీకరించలేదు. వారంతా చక్రవర్తికి చెప్పి చివరకు ఆ నిలువుస్తంభాలు

నిర్మాణానికి వొప్పించారు. శిల్పికి ఎంతటి ఆత్మవిశ్వాసం వున్నా తలవొగ్గక తప్పలేదు. చర్చి పూర్తయింది. అంతా అమోఘం, అద్భుతం అన్నారు. “మేము సూచించినట్టు స్తంభాలు నిర్మించకపోతే భవనం కుప్పకూలేది” అని ఆత్మస్తుతులు చేసుకున్నారు సాంకేతిక ప్రవీణులు.

కాలం గడుస్తోంది. ప్రార్థనా మందిరం ప్రభువు సన్నుతి గీతాలతో మారుమోగుతోంది. పలువురి సూచనలు సలహాలూ నిర్మాణంలో వున్నందున ముఖ్యశిల్పికి రావల్సినంత కీర్తిప్రతిష్ఠలు రాలేదు. అందుకు శిల్పి బాధపడలేదు. కొద్ది సంవత్సరాలు గడిచాయి. శిల్పి మరణించాడు. ఆ ఏడాది క్రిస్మస్ పండుగకి ప్రార్థనా మందిరానికి కొత్త కళ తీసుకురావాలని చక్రవర్తి తలపెట్టాడు. కొత్త రంగులు కొత్త హంగులు చేయించమని ఆజ్ఞాపించాడు. ఆయా పనివారు పనిలో నిమగ్నమయ్యారు. చర్చిని అణువణువు అలంకరిస్తున్న వారికి ఒక విచిత్రం ద్యోతకమైంది. ఇతరుల వత్తిడి మేరకు అయిష్టంగా ముఖ్యశిల్పి నిర్మించిన స్తంభాలు పైకప్పును ఏమాత్రం మోయడం లేదు. అసలు తాకడం లేదు. స్తంభాలకు కప్పుకి మధ్య జానెడు ఖాళీ వుంది! అంటే ఆ స్తంభాలు కేవలం అలంకార ప్రాయాలే. ఈ సత్యం పట్టణమంతా పాకింది.

చక్రవర్తికి తెలిసింది. నిర్మాణశిల్పి పెద్దల మాటని కాదనలేకపోయినా, నిర్మాణకౌశలంలో తనకుగల అనుభవాన్ని కూడా పక్కన పెట్టలేక పోయాడు. చక్రవర్తి మహాశిల్పి ఆత్మవిశ్వాసానికి పట్టుదలకీ నీరాజునాలు సమర్పించాడు. అలాంటి మహానిర్మాణ శిల్పుల కోవకు చెందినవారు యశస్వి. పెద్దలు పెట్టిన పేరుని స్వభావోక్తిగా మార్చిన ధన్యజీవి.



శ్రీరమణగారు పేరెన్నికగన్న కథకులు, పత్రికా సంపాదకులు. శ్రీరమణ పేరడీలు, మిథునం మొదలైన బహుళ ప్రజాదరణ పొందిన అనేక పుస్తకాల రచయిత. చలనచిత్ర రంగం, పత్రికారంగం, టి.వి. రంగం, మూడింటిలోనూ లబ్ధ ప్రతిష్ఠలు.

దాదాపు యాభై ఏళ్లుగా నాకు ఆయన పేరుతో పరిచయం. నేను మా వూళ్లో వుంటూ వేమూరు (తెనాలి దగ్గర) హైస్కూలులో చదివేటప్పుడు నా వేలువిడిచిన సోదరులు గుంటూరు మాజేటి గురవయ్య హైస్కూలులో చదువుతూ వుండేవారు. సెలవలకు వచ్చినపుడల్లా వాళ్ల క్లాస్ మేట్ యశస్వి తెలివితేటల గురించి చెబుతుండేవారు. వాళ్లతో ఎంత చనువుగా వుంటాడో చెప్పేవారు. తర్వాత ఎవరిదారి వారిది అయింది. నేను చిన్న జర్నలిస్టుగా కుదురుకున్నాను. ఎన్.జె.యశస్వి ఆర్థికరంగ నిపుణుడిగా ఎంతో ఎదిగారు. ఆ రకంగా ఆయన పరోక్షపరిచయం కొన్నేళ్లు సాగింది. దేశ ఆర్థికవ్యవహారాలపై ఎన్జెవై విశ్లేషణలు నాకు విభిన్నంగా తోచేవి. కొన్ని అర్థం అయేవి కావు. 2007లో సి.పి.బ్రౌన్ అకాడమి సలహాసంఘ సభ్యునిగా నన్ను రమ్మన్నారు. వారి లక్షణాలు లక్ష్యాలు నాకెంతో నచ్చాయి. అదృష్టంగా భావించి అంగీకరించాను. “సాహితీ స్రవంతి” పూర్తి సాహిత్య పత్రిక త్రైమాసపత్రిక ప్రారంభమైంది. కొద్ది సంచికల తరువాత ద్విమాస, మాసపత్రికగా పాఠకులకు చేరువ అయింది. అకాడమి సమీక్ష సమావేశాలలో కూడా నేను వుండేవాణ్ణి. అప్పటిదాకా యశస్వి వీటన్నిటికి సారథి అని నాకు తెలియదు. సి.పి. బ్రౌన్ అకాడమి కార్యకలాపాలు విస్తరించాయి. ఇప్పుడు విశ్వవిద్యాలయాల పిండుని నడపడానికి 24 గంటలు చాలదు. అలాంటిది అకాడమి వ్యవహారాలను దీక్షాదక్షతలతో నిర్వహించడం నాకు అశ్చర్యాన్ని, ఆనందాన్ని కలిగించేవి.

యశస్వి సామర్థ్యం గల ఉపాధ్యాయుడు వినయం వున్న విద్యార్థి - రెండు పాత్రలూ ఏకకాలంలో నిర్వహించగల దక్షుడు. ఒక్కోసారి ఆయన దూరదృష్టికి నివ్వెరపోయేవాణ్ణి. ఎప్పుడైనా కొన్ని ప్రతిపాదనలకు, “యాయన ఆయనేనా” అని నందేహం కలిగేది. ఒక్కసారి అయిదారు బృహద్రంధాలు పంపి, చదవండి తర్వాత మాట్లాడదాం” అని ఇ-మెయిల్ యిచ్చేవారు. పుస్తకాలు తిప్పుతుంటే మధ్యమధ్య పసుపుపచ్చ కాగితం ముక్కలు వాటిమీద లఘుసూచనలు కనిపించేవి. అవి ఎంతో ఆలోచనాత్మకంగా వుండేవి. కేవలం రెండేళ్ల వ్యవధిలో యాభైపుస్తకాలను అకాడమి వెలువరించింది. మంచి గెటప్ తో, విషయంతో సాహితీ ప్రపంతిని తీసుకు వచ్చింది. వెబ్ సైట్ నిర్వహిస్తూ ఖండాంతర పేరు తెచ్చుకుంది సి.పి. బ్రౌన్ అకాడమి. అసాధ్యమని భయపడే అంశాలను సుసాధ్యం చేయడం యశస్వి హాబీ. నేను నా అర్థశతాబ్ది జీవితానుభవంలో ఎందరో విశిష్టవ్యక్తుల్ని దగ్గరగా చూశాను. వారిలో ఎన్నతగిన వ్యక్తి యశస్వి. ఆయన పుస్తకాలను చదివినంత అలవోకగా మనుషుల్ని చదవగలరు. మర్యాదలు యిచ్చి పుచ్చుకోవడం, విజ్ఞుల అభిప్రాయాలను మచ్చిక చేసుకుని, కాడికిందకు తెచ్చి సేద్యం చేయడం తెలిసిన కృషివలుడు. ప్రకృతి ప్రియుడు. శంకరపల్లి యూనివర్సిటీ ప్రాంగణంలో కొన్ని వందల మామిడిమానులను స్థలమార్పిడి చేసి, బతికించి, పూయించి, కాయించి, పండించిన మహాను భావుడు. నిర్మాణాలకు అడ్డునిలిచిన చెట్లను మార్చడానికి లక్షలాది రూపాయలు వెచ్చించారు.

నెలనెలా జరిగే సమీక్షా సమావేశం సభ్యులందరికీ ఒక ఆటవిడుపు. నూతనోత్సాహాన్ని, కొత్త ఆలోచనల్ని, వినూత్న పథకాలను ముగ్గులోకి తెచ్చేది. ఆధునిక సాంకేతిక పరిజ్ఞానాన్ని వినియోగిస్తూ లైబ్రరీని ప్రారంభించడం నడుస్తున్న లేదా చర్చిస్తున్న ప్రణాళిక. యశస్వి మరో గొప్ప ఆలోచన ‘కాశీయాత్రా చరిత్ర’ని నవీకరించడం. ఎలాగంటే

- సాహిత్యకారులు, చరిత్రకారులు సమస్త పరికరాలతో బయలుదేరడం. ఏనుగుల వీరాసామి బయలుదేరిన దారిలోనే, అవే మజిలీలు. ఇన్నేళ్ల తర్వాత ఆయా ప్రాంతాలు ఎలా మారాయి, ఎంతగా మారాయి అనే అంశాలను సచిత్రంగా సవివరంగా రికార్డ్ చెయ్యాలి. నైసర్గికంగా, నాగరికతలో, ఆచారవ్యవహారాలలో, పాలనలో, ధర్మవర్తలో నాటికి నేటికి నచ్చిన వ్యత్యాసాలను పొందుపరచి, అందమైన పుస్తకం తీసుకు రావాలన్నది ఎన్ జెవై కోరిక. కలిసినపుడల్లా దీనిమీద చర్చించేవారు. యశస్వి మాటలో చూపులో ఒక ప్రత్యేకత వుంది. ఆయనకు ఒక ఆలోచన వస్తే దానిని తన వాదనాపటిమతో ఎవరినైనా ఎందరినైనా ఒప్పించి ఆచరణదిశగా తీసుకు వెళ్లేవారు. అది విజయవంతం కాకపోతే, “ఔను, కాలేదు. తెలుసుకున్నాం కదా. ఇది కూడా ఎరుకే గదా” అని అపజయాన్ని జయంగా మలిచి తనవారు డీలా పడకుండా చూసేవారు. వ్యక్తిగత కీర్తి కోసమో పేరుకోసమో తాపత్రయ పడం ఆయన నైజం కానేకాదు. సి.పి. బ్రౌన్ అకాడమి నిర్వహించేవి సక్రమంగా వుండాలి. అకాడమికి సుస్థిరమైన పేరు రావాలన్నదే ఆయన లక్ష్యం. రాష్ట్రంలో తెలుగు ఉపాధ్యాయులను గుర్తించి, గౌరవించి ప్రోత్సహించాలని ఆశించారు. ఇంకా ఎన్ని ఆశలు, ఆశయాలు, ప్రణాళికలు?

ఒక సందర్భంలో వాల్మీకి మహర్షి, “యథా కాష్టం చ కాష్టంచ...” అనే శ్లోకం చెప్పారు. రెండు కర్రపుల్లలు ప్రవాహంలో తేలుతూ కలిసి సాగుతాయి. కొంత దూరం సాగాక పెద్ద అలకారణంగానో, మరో కారణంగానో అవి విడిపోతాయి. తిరిగి ఆ కర్రపుల్లలు ఎప్పటికీ కలవకపోవచ్చు - అనేది మహర్షి శ్లోకసారం. మేము కలిసినపుడు మాటలన్నీ పూర్తయ్యాక, “మళ్లీ సోమవారం కలుద్దాం” అన్నారు యశస్వి సెలవు తీసుకుంటూ. సోమవారం వచ్చింది. కాని యశస్వి రాలేదు. మరెప్పటికీ రారన్నది కఠోరసత్యం. ఆయన అకాలంగా వెళ్లకపోతే యింకా ఎన్ని అద్భుతాలు చేశారన్నది వూహకి మాత్రమే మిగిల్చి వెళ్లిన యశస్వి దివ్యస్మృతికి యీ నాలుగుమాటలూ సమర్పించుకుంటున్నాను.

