



# American Telugu Association

Non Profit Organization Tax I.D. 36-3723725

P.O. Box 4496, Naperville, IL 60567

Phone: (630) 783-2250, Fax: (630) 783-2251

Email: info@ataworld.org; website: http://www.ataworld.org



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president@ataworld.org

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## President's Message

Dear ATA friends:

The countdown has begun and, in a few short months, our bi-annual 10th ATA Conference and Youth Convention will be upon us. This year's convention is shaping up to be the most memorable event yet, and, with the hard work of the entire ATA leadership and volunteers, we are ensuring a plethora of exciting events, speakers, cultural programs and workshops.

The mission of ATA and, more specifically, the convention, is to unite our birth nation with our adopted nation. It is our hope that our convention will be a place for families to spend time together, a place for old friends to reconnect and a place for new friendships to form. We also hope that our convention will be a place for our children and grandchildren to learn more about their heritage and to meet other kids with similar interests and backgrounds. Our Youth forum is geared towards specific issues and concerns facing first generation kids in America and, along with the educational opportunities, we have other activities planned that will provide your children with wonderful new memories.

Along with the plans for the convention, we have upgraded the ATA website and I would encourage all members to take some time and explore the new features and articles. This website's purpose is twofold: to serve as a means of mass communication between the ATA leadership and all members and to be a forum of informational exchange. We believe that this website will create a greater degree of transparency and allow members to contribute in a more direct way, with suggestions, comments and concerns. We not only welcome an open dialogue, but hope that you will share your comments, suggestions and concerns with us and help ATA leadership better carry out their respective functions.

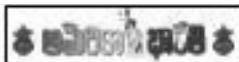
Finally, we would like to thank everyone for their enthusiasm, support and caring. We have received a lot of donations, both in money and time, from many of the members and, once again, we have proven that the true strength of ATA is in its base, the people who make up the organization and the generous hearts that continue to strive towards a better tomorrow for Telugu people in both America and India.

I am looking forward to meet with you and your family at our 10th ATA conference in Newark, New Jersey.

Sincerely,

**Chandra G Reddy**  
**President**

**Regional Coordinators:** Vishweshwar Reddy Kalwala (U. New York), Chinnababu Reddy (L. New York), Naveen Diviti (Connecticut), Mahender Musuku (New Jersey), Ram Mohan Reddy Konda (Maryland), Shraavan Morishetty (Virginia), Srinivas Reddy (Washington), Bhasker Venepalli (Carolina), Manmohan Reddy (Orlando), Ram Reddy Krishna Reddy (Miami), Venugopal Reddy (Ohio), Shekhar Krishnani (Indiana), Narendar Reddy Chemarla (Chicago), Ram Reddy Toomukuntla (Detroit), Rajagopal Rangineni (Kansas City), Raju Pakanati (Houston), Srinivas Reddy Gurram (Dallas), Raja Reddy (Oklahoma), Sridhar Talanki (Colorado), Gajula Buchanna (N. California), Natarajan Madireddy (S. California), Jayachandra Reddy (Louisiana), Ramkrishna Reddy Sudireddy (Boston), Raghava Reddy (Pennsylvania), Karunakara Reddy Asireddy (Atlanta), Harish Pinnareddy (St. Louis).





## America Bharathi

Magazine of American Telugu Association

### Chief Editor

Siva Prasad Kumpatla

E-mail: spkumpatla@hotmail.com

Phone: 317-529-5836

Mailing Address:

P.O. Box 68754

Indianapolis, IN 46268

### America Bharathi Committee

Siva Prasad Kumpatla (Chair)

Mohan Devaraju

E-mail: dvmohan@msn.com

317.873.8777

Ramu Chinthala

E-mail: chinthala@gmail.com

317.816.1293

Abhilash Reddy

E-mail: reddy@purdue.edu

Phone: 317.258.9763

### America Bharathi Trust Fund

Buchi G. Reddy (Chair)

E-mail: hanamkonda@aol.com

Phone: 949.457.9966

### Media Committee

Suresh Jilla (chair)

E-mail: jillasnap@yahoo.com

### Membership Committee

Jayaprada Konijeti (chair)

E-mail: jayapradamd@hotmail.com

## Editorial

Dear Friends:

Happy Bhogi! Happy Sankranthi!! And Happy Kanuma!!!



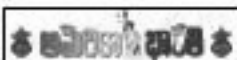
Hope you all had fun in celebrating our Sankranthi which could easily be termed as the mega or combo festival of our Telugu Land since it has Bhogi, Sankranthi and Kanuma (and Mukkanuma – for those of us who don't want to let go the good times of this multi-day festival so easily!) - and aptly it is called the "Pedda Panduga"! I always wondered about the similarities between Sankranthi and Thanksgiving – both are harvest festivals. Thanksgiving was first celebrated in the land that would eventually become Canada in the late 1500's and was later celebrated in the United States. It is a festival during which people gather together to give thanks for their blessings during the year gone by. Nuclear families are rare these days. Whether it is for business or employment, 'birds of a nest' have to be away from the 'nest' but no matter where they are located, where they earn their bread, many try to come to one place during Thanksgiving – whether that place is Father Frank's, Sister Sarah's or Brother Bryan's – the sole purpose is to have the whole family under one roof on this day! Our Sankranthi is based on the solid foundation of this theme of 'togetherness' and much much more! We have to be thankful to our ancestors for packaging so many beautiful practices into this festival: the Bhogi fire that kids of all ages look forward to and prepare for (Bhogi is actually meant to be an annual clean-up activity), the practice of remembering our elders and loved ones who left us in this world, the practice of worshipping the cattle for their hard work and contributions to agriculture and most importantly the practice of all family members gathering under one roof! Sankrathi indeed is a time to reap fruits of labor as well as fruits of joy!

Let me highlight a few things about this issue before I continue the train of thought about Sankranthi. I am very pleased to have had the opportunity to incorporate an article about Vegesna Foundation – an organization that takes care of poor and handicapped children in India – an organization that does not call them handicapped but instead empathetically calls them "differently abled". I am also honored to have had the opportunity to work with two distinguished personalities in bringing you a wonderful, educational article about Proyurveda under "Our heritage" section. Our Telugu section has excellent poems, stories and a historic account about kingdoms whose existence was intertwined with Telugu heritage.

Now, where were we before? I was saying that the core basis of Sankranthi was to bring people together under one roof at least for a couple of days. Is this thought making you home sick? If so, I just have the perfect solution to beat this kind of home sickness blues. We Telugus in USA have a great opportunity to come together as one single family under one 'big roof' to witness our culture, savor our traditional food and at the same time have lots of fun – that opportunity is to take part in the upcoming 10th ATA Conference and Youth Convention in July 2008. It is not an exaggeration if I say 'Prudential Center', the venue of our convention, has a BIG ROOF to accommodate more than 10,000 expected participants! Therefore, mark your calendars, call your friends and plan to be there to make this event a truly memorable one for you, your family, your friends and fellow Telugu people!

See you all there!

- Siva Prasad Kumpatla



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**Cover:** “When mythological and historical heroes walked among the audience, when classical, folk and contemporary dancers carried the imaginations of the audience to a different time and place, when the students and villagers alike came on to the streets to take part in the festivities, when modern day clothing stared at the glistening traditional costumes...” ... these are just a handful of sights and experiences that were part of the fun-filled ATA Vedukalu held in Simhapuri (Nellore), Bhanupuri (Surya Pet), Bhagyanagaram (Hyderabad) and Pillala Marri of our Telugu Land during December, 2007. The front cover montage, created by Dr. Siva Prasad Kumpatla, captures a few of these memorable moments!

## సంపాదకుని మాట(లు)

“సాయంత్రం మా యింటికి రా బాసూ, మా చిన్నాడికి భోగిపళ్ళు పోస్తున్నారు. విదేశాల్లో ఉంటున్నావు కదా, ఇలాంటి తతంగాలు చూసి చాలాకాలం అయివుంటుంది. అలాగే మా వాడిని దీవించినట్టూ ఉంటుంది,” సికింద్రాబాద్ లో షాపింగ్ చేసి అలసిపోయి, ఇరానీ చాయ్ తాగుతున్న సమయంలో ఇన్వైట్ షేప్ ఇచ్చాడు నా మిత్రుడు రామ్మూర్తి. ప్రక్కనే వున్న అశ్వినీ అది విని, అమాంతం అరిస్టాటిల్ అమ్మ మొగుడిలాగ ఏదో భారీగా ఆలోచిస్తున్నట్లు పోజు పెట్టాడు. అశ్వినీ నా మరొక మిత్రుని మేనల్లుడు. హైద్రాబాద్ లో ఇంజనీరింగ్ చదువుతున్నాడు. ఇప్పటి దాకా బాగానే వున్నాడు, ఇంతలో ఏమయింది వీడికి, ఈ పోజేమిటి ? అని అనుకునేలోపల తన ఆలోచనకి కారణాన్ని ప్రశ్నరూపంలో మాపై సంధించాడు, “శివప్రసాద్ అంకుల్, నాకు రేగుపళ్ళు, నేరేడుపళ్ళు తెలుసు... మరి ఈ భోగిపళ్ళ గురించి నేనెప్పుడూ వినలేదు. తినలేదు. ఎలా ఉంటాయవి ? ఎక్కడ దొరుకుతాయి ?” అది విని ఖనిజ జలం (అదేనండి... మినరల్ వాటర్) సేవిస్తున్న రామ్మూర్తి ఉలిక్కిపడ్డాడు. “భోగిపళ్ళు తినడమేమిట్రా” అని. ప్రక్కనే ఏదన్నా భోగిమంట కనిపిస్తే దూకేస్తానన్నట్టు అటూ ఇటూ చూడసాగాడు. అశ్వినీ కొంచెం ఇబ్బందిగా మొహం పెట్టేసరికి ఇక చెప్పటం ప్రారంభించాము రామ్మూర్తి, నేను - భోగి పండుగ గురించి, భోగిమంటల గురించి, ఆ రోజు సాయంత్రం రేగుపండ్లు, చెరుకుముక్కలు, పూలరేకులు, చిల్లర నాణెములు మొదలయినవి కలిపి పిల్లలపై పోసే భోగిపళ్ళ ఆచారం గురించి, దాని వలన పిల్లలకు శ్రీమన్నారాయణుడి ఆశీర్వాదాలు లభిస్తాయని - చెప్పేసరికి, “సాయంత్రం నేనూ వస్తాను రామ్మూర్తి అంకుల్, ప్లీజ్” అని ఉత్సాహంగా అడిగాడు అశ్వినీ.

మనం ఆధునిక యుగంలో అడుగుపెట్టాం. ఇన్ఫర్మేషన్ హైవేలో వేగంగా దూసుకుపోతున్నాం. మంచిదే. మరిఅనాదిగావస్తున్న మన ఆచార వ్యవహారాలలో? “పండుగలు జరుపుకోవటం ఇక్కడ చాలా తగ్గిపోయింది శివుడూ!” రామ్మూర్తి వాపోయాడు, “మరవి జరుపుకోకపోతే అశ్వినీ లాంటి కుర్రాళ్ళకి మన ఆచార వ్యవహారాల గురించి ఎలా తెలుస్తాయి. మీరే నయం బాసూ, అమెరికాలో చక్కగా మన పండుగలు అందరూ కలిసి బాగా చేస్తారంట... ఇంటర్నెట్ లో చదివాను. నేనూ, మా ఆవిడ సాధ్యమైనంత వరకు మన చిన్నప్పటిలాగే పండుగలు చేయటానికి ప్రయత్నిస్తాం - పిల్లలకు తెలియచేయటం కోసం”. రామ్మూర్తి నా స్నేహితుడయినందుకు ఎంతో గర్వంగా అనిపించింది. ఇటువంటి వారు వీధికి ఒక్కరున్నాగాని చాలా బాగుంటుంది కదా అనిపించింది.

ఇంటికి తిరుగుముఖం పట్టాము. అశ్వినీ కారు నడుపుతున్నాడు కురుక్షేత్రాన్ని మరిపించే హైద్రాబాద్ ట్రాఫిక్ లో. అతని చాకచక్యాన్ని, అతిలాఘవంగా మెలికలు తిప్పుతూ కారుని ఇతర వాహనాల మధ్యనుండి నడిపిస్తున్న తీరుని చూసి (కాస్త బి.పి. పెరుగుతున్నా కూడా) మెచ్చుకోకుండా ఉండలేకపోయాను. కురుక్షేత్రంలోని రథ, గజ, హయ, పదాతి దళాలు అన్నీ కళ్ళ ముందే ఉన్నట్టున్నాయి - ఆటోలు రథాలు గాను, కారులు గజాలు గాను, బైకులు హయాలు (గుర్రాలు) గాను, పదచారులతో కలిసి వడివడిగా ప్రవాహంగా సాగుతున్నట్టున్నాయి. అశ్వినీ నాకప్పుడు కురుక్షేత్రంలో స్వైర విహారం చేస్తున్న అభిమన్యుడిలా కనిపించాడు. కాని, ఒక తేడా వుందండోయ్ ! ఈ అభిమన్యుడికి





# 10th ATA TELUGU CONFERENCE & YOUTH CONVENTION

Newark, New Jersey  
July 3<sup>rd</sup> – July 5<sup>th</sup>, 2008

## CONVENER'S MESSAGE



### Dear Friends:

The purpose of this mega event of **10th ATA Conference and Youth Convention** is to bring 12,000+ Telugu speaking people from all across America under one roof to have cultural, social and business interactions. All the Telugus living in the tri-state area of NY, NJ and Connecticut are thrilled that the conference is coming to their town of **Newark, NJ** to the new, modern venue of **Prudential Center** which can host 17,000+ people and give you the mind set of living in a galleria with star studded events. Now that the count down has begun for **July 3<sup>rd</sup>-5<sup>th</sup> 2008**, our ATA leaders are gearing up for the occasion to put out the best show to enchant you. Located close to Newark Airport, surrounded by luxury Hotels with a gateway to all northern and eastern cities for easy access and travel, the venue will give you the comfort and convenience of all the venues put-together and make you visualize you are in a galaxy watching star performances and social activities. The capital of the world **New York City** is in the vicinity.

### 10th ATA CONFERENCE & YOUTH CONVENTION HIGHLIGHTS:

- 1) Telugu Literary, Cultural, Social, Religious, Business Events
- 2) Youth and Kids Family Oriented Events
- 3) Awards Night With Unique Buffet & Entertainment
- 4) Inaugural With A titillating Song Depicting Dasaavatharam with a Dance Drama
- 5) Cultural Extravaganza from 10 States of USA
- 6) Sri Venkateswara Swamy Kalyana Mahotsavam
- 7) Star Performances throughout the day with some movie stars from Telugu screen
- 8) Prime Time Show With A Top Music Director with scintillating music
- 9) Business Participation; Fashion Costumes, Jewelers, Real-Estate, Home Needs, Financial & Information techs
- 10) CME, NRI, Business, Spiritual and Women Forums and Arts & Crafts.

My fellow Telugus, We humbly request you all to mark your calendars and come and participate in this great extravaganza and show the world we are a great race coming from great nation with great accomplishments and pass this legacy to our posterity. We thank all our donors who pledged their support so far and looking forward to your participation and generous support to make this convention a great success and one of a kind you will remember for ever. We are rolling the red carpet for your arrival.

**Balaram Pammi**

Convener, 10th ATA Conference & Youth Convention

Email: [convener@ataworld.org](mailto:convener@ataworld.org)





# 10th ATA TELUGU CONFERENCE & YOUTH CONVENTION

Newark, New Jersey  
July 3<sup>rd</sup> – July 5<sup>th</sup>, 2008



## NATIONAL COORDINATOR'S MESSAGE

Convention time is nearing and soon it will be time for our 10th Conference and Youth Convention. This year's convention promises to be the most exciting, eventful and enjoyable convention yet, and, it is our belief that this convention will be a seminal moment in ATA history. The 2008 Convention will be held at the Prudential Center in Newark, New Jersey. We have invited a slew of interesting and far-ranging guests, from movie stars and singers to politicians to dancers, acts from both America and India, some names which are internationally known and other's who you will discover for the first time. Each of our distinguished guests are accomplished and will provide audience members an experience that will not soon be forgotten. We have invited vendors, jewelers and artisans who will give members the opportunity to shop for authentic goods. The Youth forum is also promised to be a good time, with educational symposiums, special guests, fun activities during the day and parties at night.

I would also like to point out our new convention website. This website will provide updates, new information and any pertinent information. It should serve as a forum for members to not only learn but to leave their own input. The main goal for this convention is to provide an event for the members to come together. ATA leadership and the convention planning committees work to best serve the members of ATA and we hope that this website will provide greater interaction and help us tailor an event best suited to serve our end goals. Please take time and browse the website and leave us feedback and opinions regarding the site or the convention.

Finally, I would like to thank everyone involved in the planning and execution of our convention. They have worked long, difficult hours, under some stressful conditions, without complaint, in order to ensure that an event of this size can proceed without a hitch. They are truly an inspiration to work with and I am grateful for the opportunity to work alongside of them. I am sure that all of their hard work will be evident when our convention is underway and I am confident that this year's convention will be the best convention in ATA's history.

I am looking forward to meet with you and your family at our 10th ATA conference at Newark, New Jersey.

**Vijayapal Reddy**  
National Coordinator





# 10th ATA TELUGU CONFERENCE & YOUTH CONVENTION

Newark, New Jersey  
July 3<sup>rd</sup> – July 5<sup>th</sup>, 2008



## COORDINATOR'S MESSAGE

Dear ATA Family & Friends,

I wish you and your family a Happy New Year & Sankranthi.

As a Co-Ordinator of 10th ATA Convention & Youth Conference, I would like to share information with you about preparations of Convention.

All the activities of 10th ATA convention have been planned around the chosen ATA 2008 Theme: "Dasamaavatharam: Telugu Thalliki Haaram, Yuvatharaniki Dwaram" (With ATA's 10th appearance, Salutation to Mother Telugu and giving way to the next generation).

The ultimate goal of our organization is to hand over the "Telugu Samskrithi and Sampradayam" to the next generation while keeping intact our traditions and being Telugu at heart.

Recently, The ATA Roju- New Jersey was celebrated as a showcase and momentum builder to the ATA convention to be held during the month of July. ATA Convention Team is very excited and ready to roll up their sleeves to make this upcoming conference another grand success.

The Convention venue moved from Nassau Coliseum in Long Island to the Prudential Center in Newark, NJ on popular demand from Telugu people in New York, New Jersey, Connecticut, Delaware and Pennsylvania.

10th ATA Convention will be a Historic Convention with Great Cultural Programs, Business seminars and Symposiums. The ATA team has initiated plans to invite the Hon'ble Chief Minister of Andhra Pradesh, Dr.YS Rajasekhara Reddy Garu, and the Hon'ble President of USA, Mr. George W. Bush.

According to the ATA Executive Committee, more than 20,000 Telugus from across the country are expected to attend the three-day national convention to be held on July 3, 4 and 5, 2008. The venue of the conference would be the newly opened Prudential Center in downtown Newark, in New Jersey.

I look forward to seeing you all at the Convention in July 2008.

Sincerely,

**Arjun Reddy Dyapa**

**ATA Convention Local Coordinator**



## Respect Thy Planet!

**Abhilash Reddy**

Rain and sunshine, diametrically opposed ethers, a gray distemperate natural tantrum, twisting and turning, reconciling with the warm turns of the daystar light. One morning I went for a walk and felt both rain and sun on my face. The light waxed and waned as heavy clouds over high drifted north, gapped junctions revealing bright blue skies and funneling lighted haloes to the earth below before being washed away by the rain pushed slight angled by a taciturn breeze only revealed by the faint rustling of dead leaves and the ripple of the needles in the hedgerows near the sidewalk. These are moments taken for granted, freedoms ignored until threatened, a world so settled by station that there may not be another reality beyond the sensed perceptions. The winter will be over soon, the cold dissipates, our planet moves and changes tilt, the days grow steadily longer and brighter, the landscape shifts from brown to green, flocks return from their southern sojourn and woodland creatures awake from winter slumbers.

I've always been struck by the differences in the landscapes of America and India. Most nations, if not all of them, are defined by the very land they lay claim to, the sovereign boundaries that define them as people. Everything a nation is, their customs, food, national ethos and, fortunately or unfortunately depending on the country, its wealth, is directly tied in to its land. India's hospitable climate is a fertile ground for the growth for a variety of fruits, vegetables and spices. The plethora of dishes conjured by Indian chefs is stunning, and, indeed, it would seem an impossible task to compile a full and comprehensive list of recipes that would fully encompass Indian cuisine. In the same regard, American cuisine is seemingly a reaction to its own environment, domesticated livestock such as cows feeding on long stretches of grass and food such as potatoes becoming a staple of our diets. Clothing, much like food, is a product of the environment. The lighter weight materials of Indian clothing are far better suited for the hot sun than the thicker, more rugged clothing of America. There are countless other examples of such cultural/environmental connections and it is as important and relevant a connection as there can. It is with this in mind that we must be more mindful of our environment and try, hard as it may be, to leave this Earth better than we received it. Scientists, politicians and others have been sounding the alarm on global warming for years, however, there is some, if not a small minority of people, who believe that global warming is either a false theory or an overblown political issue and there are some who believe that it is impossible to undo the movement of the nature's thermometer. Whether they are correct or not, I do not know, and, I suppose time will be the judge of that question, however, what I am sure of, is that what happens on the ground can be controlled, can be altered and can be made better. Man may not be able to stop the polar icecaps from shedding debris tomorrow but Man can see to it that pollutants are not dumped illegally or callously, he can see to it that trash is picked up and other measures are taken to provide the best possible situation for others to live in. I have read countless reports about the pollutants and diseases associated with the Ganges River. For thousands of years, the Ganges has been revered and hallowed as the purest of water sources, yet, in a matter of years, we have seen it converted into filth filled cesspool that will cause any reveler as many diseases to be had as they believe they may be cured of. This cannot be the earth that the future inherits. It is imperative, this year and for all years to come, that we do our best to do our part as the chief stewards of this planet and keep it clean.



Abhilash is a graduate from Purdue University. He is known for his creative writings in Indianapolis Star newspaper



# 10<sup>th</sup> ATA Conference & Youth Convention



## Committees

### Alumni Committee

Chair: Indrasena Reddy  
Co-Chair: Ramesh Reddy Gangasani

#### *Members*

Dr.Pavan Kumar  
Dr.Mohan Aruva  
Dr.Raghava Reddy  
Dr.Jagadish Gebbeta  
Dr.Madhava Mosarla  
Dinakar Reddy  
Suresh Bheemreddy  
Srinivas Ranabotu  
Praveen Kumar  
Suresh  
Venkat Ramana  
Dr.Venkar Kolla

Trustee/Advisor: Rajender R Jinna

### Arts & Crafts Committee

Chair: Sireesha Muppala (Korrapati)  
Co-Chair: Dutt Pothuri

#### *Members*

Raghava Nyayapathi  
Suhasini Jonnavithula  
Srinivas Pentyala  
Kalpana Vanam  
Swaroopu Movva

Trustee/Advisor: Rajender R Jinna

### Awards Committee

Chair: Sambu Reddy Avutu (Science)  
Co-Chair: Vidyasagar Annam (Medicine)

#### *Members*

Srinivas Pendyala (Science)  
Sarada Purna Sonty (Literature)  
Lakshmana Rao JV (Journalism)  
Hanumantha Reddy (Engineering)  
Chandra Reddy Gavva (Medicine)  
Vijaypal Reddy (Business)

Trustee/Advisor: Parasuram Pinnapureddy

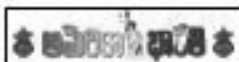
### Banquet Committee

Chair: Usha Chandra Aramalla  
Co-Chair: Nagendra Gupta  
Co-Chair (Special Program): Shanti Annam

#### *Members*

Lakshmi Boddu  
Uday Dommaraju  
James Kommu  
Satya Prasad Challapalli  
Rao Voleti  
Sumathi Madadi

Trustee/Advisor: Malla Reddy Pailla  
Coordinator: Arjun Dyapa  
National Coordinator: Vijaypal Reddy



### **Budget Committee**

Chair: Satish Kalva  
Co-Chair: Narasimha Reddy Tangutoori  
Past Committee: Ramalinga Reddy Chirra

#### *Members*

Roopesh Kondrella  
Rathnakar Reddy  
Radha Reddy  
Udaya Kumar Dommaraju  
Ashok Bukkasagaram

Trustee/Advisor: Malla Reddy Pailla  
Convener: Balaram Pammi

### **Corporate Sponsorship Committee**

Chair: Mohan Reddy Patalola  
Co-Chair: Srikanth Gudipati  
Past Committee: Prasad Koka

#### *Members*

Ram Mohan Vedantam  
Subba Row Chennur  
Brahmaji Valiveti  
Laxmi Deveneni  
Kishore Ganji  
Vinod Koduru

Trustee/Advisor: Malla Reddy Pailla

### **Business Seminars Committee**

Chair: Amar Reddy  
Co-Chair: Vasu Vishwanadhula

#### *Members*

Suresh Pannala  
Nagesh Gouravaram  
Venkat Yarlagadda  
Bala Latupalli

Trustee/Advisor: Sudhakar Perikari

### **Cultural Committee**

Chair: Mahesh Saladi  
Co-Chair: Sridevi Bhumi  
Co-Chair (Special Program): Seetha Garikapati  
Co-Chair (Inaugural Song): Sudha Devulapalli

#### *Members*

Rama Kambhampaty  
Kishore Paruchuru  
Srinivas Mahankali  
Krishnasri Gandham  
Prasad Sanapathi  
Damoder R Gedala  
Shanthikumar Chilumalu  
Ravi Kondabolu  
Vidyasagar Annam  
Rohini Bokka

Inaugural Song Writer: Krishna Murthy  
Trustee/Advisor: Rajender R. Jinna

### **CE/CME Committee**

Chair: Dr. Dattatreyyudu Nori  
Co-Chair: Dr. Muralikrishna

#### *Members*

Dr.G. Dasaratha Ram Reddy  
Dr.Lalitha Reddy  
Dr.Stanly Prbhakar Reddy  
Dr.Nageshwar Rao Mandava  
Dr.Ram Mohan Gumpeni

Trustee/Advisor: Rajender R. Jinna

### **Finance Committee**

Chair: Srinivas Reddy  
Co-Chair: Rajesh Madireddy

Trustee/Advisor: Malla Reddy Pailla  
National Co-ordinator: Vijaypal Reddy

### **Decorations Committee**

Chair: Kalpana Vanam  
Co-Chair: Geetha Vidiyala

#### *Members*

Swamy Venkatayogi  
Shobha Vanam  
Vijayalaxmi Gupta  
Vandana Katari  
Pramila Grandhi  
Jaya Prakash  
Rahul Vasireddy

Trustee/Advisor: Damoder Reddy Donuru

### **Food Committee**

Chair: Phanibhushan Thadepalli  
Co-Chair: Nirmala Shastry

#### *Members*

Dr. Stanley Reddy  
Dr. Srinivas Shankara  
Prasanna Bachalli  
Ravi Kondabolu  
Rajender Dichipally  
Rama Gandham  
Veena Kuchukulla  
Satya Sanapathy  
Rao Prasad Nepalli

Trustee/Advisor: Parasuram Pinnapureddy

### **Health & Sports Committee**

Chair: Krishnareddy Gujavarty  
Co-Chair: Dr. Sridhar Rao  
Trustee/Advisor: Parasuram Pinnapureddy

### **Hospitality Committee**

Chair: Narayana Pirlamarla  
Co-Chair: Jananikrishna  
Trustee/Advisor: Sudhakar Perkari

### **Media Committee**

Chair: Suresh Jilla  
Trustee/Advisor: Damoder Reddy Donuru

### **NRI Committee**

Chair: Paramesh Bheemreddy  
Co-Chair: Mohan Talamati

#### *Members*

Bhuvanesh Boojala  
Raghu Tandra  
Srikanth Mothukupally

Trustee/Advisor: Damoder Reddy Donuru

### **Overseas Committee**

Chair: Balwanth Reddy  
Co-Chair: Sridhar Kumbala

#### *Members*

Indrasena Reddy Vanga  
Naresh Chintalacheruvu  
Giridhar Reddy  
Rajender Mann  
Bhagvan Pingle

Trustee/Advisor: Rajeshwar Reddy Gangasani

### **Panel Discussions & Seminars Committee**

Chair: Rajasekhar Seelam  
Co-Chair: Murali Reddy Chinthapani

#### *Members*

Bhaskar Bupathy  
Ajaya Reddy  
Suri Medapaty  
Laxma Reddy Kolla  
Venkata Rajam Chiluka  
Sunil Vindhya  
Dharma Reddy Boddu

Trustee/Advisor: Parasuram Pinnapureddy

## Programs & Event Calendar Committee

Chair: Uma Jinna  
Co-Chair: Indira Pammi

### *Members*

Seelam Sandhya  
Srilla Reddy  
Kalavala Vishweshwer  
Dargula Nandini  
Sumati R. Madadi  
Radha Reddy

Trustee/Advisor: Sudhakar Perkari

## Publicity & Public Relations Committee

Chair: Ravinder Reddy Gavva  
Co-Chair: Prasad Kambampati  
Past Committee: Krishnakanth Kotagiri

### *Members*

Srinivas Aleti  
Suresh Pannala  
Denis Karnam  
karnam@un.org  
Venugopal Udumula  
Vishnu Chittem  
Santosh Reddy

Standing Committee/Advisor: Krishna Dyapa

## Registration Committee

Chair: Shivakumar Muthiki  
Co-Chair: Pulleti Venkat

### *Members*

Ram Vanam  
Amarendra Reddy  
Narotham Besam  
Vasu Donur  
Vandana Katari  
Tulasi Gutti

Trustee/Advisor: Rajeshwar Reddy Gangasani

## Reception Committee

Chair: Janaki Rao Gobburu  
Co-Chair: Hyma Reddy

### *Members*

Sadhana Reddy Pailla  
Padma Reddy  
Geeta Reddy  
Sumati Reddy  
Vijaya Nyapathy  
Seema Killaru  
Madhu Korrapati  
Mamatha Reddy  
Ashok  
Vasantha Badhey  
Venkat Yarlagadda

Trustee/Advisor: Parasuram Pinnapureddy

## Security & Safety Committee

Chair: Ram Reddy  
Co-Chair: Lokesh Reddy Anantula

### *Members*

Ramesh Khanna  
Sanjeeva Reddy Poddutur  
Shekar Gunaparthi  
Chandrashekar Reddy Mudireddy  
Jhansi Reddy  
Radha Reddy  
Vijay Kunduru  
Shilpi Kunduru

Trustee/Advisor: Sudhakar Perkari

## Spirituality Committee

Chair: Tulasi Polavarapu  
Co-Chair: Ramesh C Appareddy  
Trustee/Advisor: Damoder Reddy Donuru

## Souvenir Committee

Chair: Sreenadh Jonnavithula  
Co-Chair: Appa Rao Sunkara

### *Member*

Bhargavi Rao

Trustee/Advisor: Sudhakar Perkari

## Transportation Committee

Chair: Jagan Mohan Reddy  
Co-Chair: Ravi Patlola

### *Members*

Ramesh Vittal  
Hari Thummaluri  
Kartik Ivaturi  
Narender Vittal  
Devender Thadkapalli  
Raj Chilka  
Ram Annadi  
Rajashekar Chillumula  
Rajendar Reddy

Trustee/Advisor: Rajender R Jinna

## Vendors Committee

Chair: Vikram Reddy Jangam  
Co-Chair: Sekhar Reddy Konala  
Past Committee: Ram Reddy

### *Members*

Prarthana Veereddy  
Vinod Reddy Jangaon  
Hanumanth Panthangi  
Srinivas Gannadinni  
Suresh Reddy Kothinti

Trustee/Advisor: Malla Reddy Pailla

## Venue Committee

Chair: Venkatesh Mutyala

### *Members*

Ajit Temburni  
Ranga Reddy S  
Jaideep Reddy  
Jagan Kemburu  
Ramesh Chandra  
Kishore Bhupathi  
Ramesh A Reddy  
Ramesh Maganti  
Ravindra Peddi  
Ravi Dhannapuneni

Trustee/Advisor: Rajeshwar Reddy Gangasani

## Volunteer / Task Force Committee

Chair: Garikapati Subbu  
Co-Chair: Gall Reddy

### *Members*

Narayana Reddy  
Srinivas Reddy  
Arvind Addala  
Denis Kannam  
Venkat Vappadi  
Rao Gedala  
Ravi Reddy G  
Jagdish MalReddy M  
Anil Nalmada  
Vamsi Vakiti  
Sandeep Reddy  
Venkat Padula  
Rajeshwar Koumidi  
Suneel  
Vishnu Venkat

Trustee/Advisor: Rajeshwar Reddy Gangasani

## Web Committee

Chair: Venkat Vaddadi

### *Members*

Ramakrishnajee Sadanala  
Mallikarjuna Reddy

Trustee/Advisor: Rajeshwar Reddy Gangasani

## Women's Forum

Chair: Shobha Chepuru

Co-Chair: Padma Tadoori

### *Members*

Sharada Tadepalli  
Satya Korlipara  
Nandana Muthiki  
Vijaya Malladi  
Vasantha Noori  
Subhadra Noori  
Sumitra Reddy  
Kasthuri Reddy  
Aruna Chalasani

Trustee/Advisor: Damoder Reddy Donuru

## Youth Forum

Chair: Anju Kondabolu

Chair (21 and above): Naveen Anamolu

Co-Chair (21 and above): Sheela Reddy Munagala

Chair (17-20): Pooja Kondabolu

Co-Chair (17-20): Madhuri Reddy

### *Members*

Spoorthi Jinna	Manasa Reddy
Shilpa Reddy	Vikram Veeramachaneni
Nagavani Valluripalli	Swathi Chenumolu
Suresh Potharaju	Swathi Ghanta
Krishna Valluripalli	Swetha Reddy
Kadhambari Sridhar	Lavanya Sunkara
Samata Kamireddy	Deepa Nori
Kiran Kumar	Snigdha Aramalla
Nikki Gavva	Anika Maram
Sindhu Boddu	Anusha Kambampathy
Ravi Kambampathy	Pooja Reddy
Pavan Reddy	Soumya Reddy
Seenadh Boddu	

Trustee/Advisor: Sudhakar Perkari

## ATA Vedukalu

ATA Vedukalu were held in four places in Andhra Pradesh during the second fortnight of December, 2007 – Hyderabad, Pillala Marri, Surya Pet and Nellore. In Hyderabad, they were held in Hotel Taj Krishna on December 30th and were flagged off by Chief Minister Dr.YS Rajasekhara Reddy, Home Minister Jana Reddy, IT Minister R Damodar Reddy and Minister of Tourism and Information Anam Rama Narayan Reddy. Notable Telugu Poet Dr. C Narayana Reddy attended the function as the guest. Speaking on the occasion Dr. YS Rajasekhara Reddy appreciated the efforts of ATA for keeping the Telugu culture alive in USA. The ATA committee presented life achievement awards to prominent personalities from various walks of life including Krishnam Raju, Chatla Sriramulu and Ravu Bala Saraswati Devi. In Nellore, ATA Vedukalu were held on December 22nd and 23rd. ATA President, Dr. Chandra Reddy Gavva, speaking on the occasion highlighted about “Adopt-A-Village” program of ATA to address needs such as clean water, public health, education and other basic necessities for three adopted villages. Many artists showcased their talents at this two-day program – nothing short of a festival. ATA Vedukalu in Pillala Marri and Surya Pet has two major camps in the program – i) Mega Health Camp, attended by about 60 Medical Experts, was inaugurated by A.P Governor, Sri N.D. Tiwari; ii) Mega Blood Camp was inaugurated by Union Urban Development Minister Sri S. Jaipal Reddy. The Governor complimented ATA for constructing a cancer hospital between Pillala Marri and Suryapet and congratulated NRIs for ensuring the “Nav Nirman” of the host countries. Mr. Tiwari said, “You’ve indeed set an example. The NRIs play a very significant role across the world. I am privileged to greet you.” A plethora of cultural programs – classical, folk, tribal and contemporary dances, historic character enactments and other programs entertained the participants in all four places. Please enjoy some of the pictures from these events in the center spread created by Mr. Ramu Chinthala.

# Improving the Health and Longevity with Probiotics and Ayurveda (Proyurveda™)

**Dr. M.S. Reddy, D.V.M., M.S., Ph.D.**

IMAC, Inc., 1250 South Parker Rd. Ste. #203, Denver, CO 80231 U.S.A.

E-mail: [drreddy@askimac.com](mailto:drreddy@askimac.com)

And

**Mr. D.R.K. Reddy, B.E., ADFAC Labs., Pvt. Ltd.**

Plot No. 133A, Road No. 15, Jubilee Hills, Hyderabad, A.P., India

E-mail: [adfaclabs@hotmail.com](mailto:adfaclabs@hotmail.com)

Latin poet Marcus Valerius Martial said, "Life is not merely to be alive, but to be well". Such a state of well being can be achieved by maintaining a healthy body and mind. Ayurveda, one of the world's oldest medical systems, originated in India and has evolved over thousands of years. It is a system aimed at the protection of *ayus* (life), through therapeutics, meditation and other measures for enhancing the physical, mental, social and spiritual harmony. "You are what you eat", says Ayurveda, emphasizing the role of diet and its composition. Achieving a balance of the diet is one thing while achieving the balance of beneficial micro-organisms (called probiotics) in our digestive system is another important contributing factor for maintaining good health. What if a match is made between beneficial Probiotics and the multipronged Ayurvedic system? The health benefits and the efficiency of the resulting hybrid therapeutics are simply amazing! In this informational scientific article, Dr. M.S. Reddy and Mr. D.R.K. Reddy, have passionately introduced our heritage of Ayurveda and Probiotics and went on to explain about the new Proyurveda system – an extension of our heritage into the modern world. My congratulations to the authors for a fantastic job in putting together this didactic article for us and my sincere thanks to them for adding a touch of heritage and science to America Bharathi. - Editor

Modern allopathic medicine has made significant progress during the 20th century in the fields of disease diagnosis, surgery and in the invention of new pharmaceutical drugs. With all that, if you read the instructions given with each modern pharmaceutical drug, the list of side effects are longer than its curative properties. This is rather unfortunate. It has been recently reported that over 30% of the diseases today are due to side effects caused by the usage of FDA approved or over the counter Allopathic drugs. An allopathic practitioner is trained to determine the etiology of disease so that he/she can treat the core cause. Unfortunately, the etiology (cause) of some diseases is hard to pinpoint in a short span of time and etiology of some diseases is not known. Consequently, most of the time, the allopathic practitioners are forced to treat the symptoms of disease with available medicines rather than treating the core cause of the disease.

Some alternative medicines treat the whole body in order to alleviate disease. This is called holistic medicine approach. According to Dr. Tirun Gopal,

M.D., Americans spent 24 billion dollars out of their pocket in the year 2002 seeking complementary care. This amount has been steadily increasing and continues to do so because the average American is not content with the care he is receiving from his physician. In our opinion, a treatment should be aimed at alleviating the core cause of the disease rather than reduction of symptoms. Ayurveda is one form of alternative medicine that is gaining popularity in this decade. We would like to introduce a new alternative medicine called Proyurveda, which is a combination of Probiotics and Ayurveda. Let us review the benefits of Probiotics, Ayurveda, and Proyurveda individually, and then go into specifics of the combined therapy (Proyurveda) to improve the health and longevity.

## PROBIOTICS

Probiotics are beneficial microbial cultures which reside naturally in the human Gastro Intestinal (G.I) tract as normal flora. The word Probiotic is derived from two Greek words "Pro" and "Bios" meaning "for life". Probiotics improve and protect the human health. They are considered organic, all-natural, and by

taxonomical definition they belong to the plant kingdom. They are present, although in low numbers, in Indian *dahi* and buttermilk. According to the Hindu *puranas*, *dahi* and buttermilk (i.e. fermented dairy products) date back to Lord Krishna's time, and it is known that he was very fond of them. We can attribute his health, longevity, and charm (besides divinity) partly to his daily food habits, and perhaps his liking towards probiotic fortified fermented dairy products provided by the nature. Thus we can credit Lord Krishna as the forefather of probiotics. It is commendable that, in the past, Indians were making such fermented dairy products without having any knowledge of microbiology. It is interesting to note that the traditional Ayurveda uses 'dadhi' (yogurt) and 'takra' (buttermilk) as part of the medication, especially as a carrier (anupaana), even though these products are not microbiologically standardized



### Lord Krishna: Forefather of Probiotics

Even today, the Indian household prepares these dairy products on a daily basis, using the previous day's *dahi* or buttermilk as an inoculum, and they consume them as part of their daily diet. The only drawback with such procedures is that the inoculum may have contaminants and the beneficial micro-organisms are not characterized. Consequently, it is a hit-or-miss proposition and the predictability and uniformity of the concentration of beneficial probiotics is highly questionable. Due to today's levels of pollution, the beneficial lactic acid bacteria (probiotics) prevalent in nature have declined significantly.

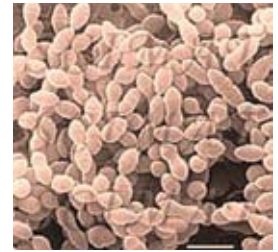
As early as 1907, nobel laureate Dr. Metchnikoff, hypothesized and discovered that lactic acid-producing bacteria such as *Lactobacillus acidophilus* (shown in the picture in the right column) administered orally stopped the intestinal ailments in the humans. A voluminous amount of research for the past 100 years was done in this area to prove the beneficial effects of Lactic acid

producing bacteria in humans. Since probiotics are natural inhabitants of the G.I tract, they have to be maintained in proper balance to bestow good health. The modern foods, with the inclusion of preservatives, dyes etc. are not beneficial to the gastro intestinal flora, especially Probiotics. Consequently, in order to maintain and ensure proper gastro intestinal eco flora (Probiotics and the associated flora), continuous or periodic supplementation of Probiotics is a must. If the micro flora in the human G.I tract is eliminated, human being cannot survive.

### Two species of probiotic bacteria as seen under a very high resolution (electron) microscope



*Lactobacillus acidophilus*



*Streptococcus thermophilus*

Fuller in 1989, redefined Probiotics as live microbial supplements that bestow beneficial effects on the host by improving the intestinal microbial balance. The following are the scientifically proven beneficial effects of Probiotics:

1. Probiotics suppress rotavirus diarrhea and traveler's diarrhea
2. Probiotics have immune modulatory effect in the human body thus improving the immune system, which is vital for disease prevention as well as cure
3. Probiotics reduce the incidence of cancer, through reduction of mutagenesis. This is accomplished through competitive inhibition of the non-beneficial micro flora, which produces enzymes that will convert procarcinogens to carcinogens
4. Probiotics decrease the cholesterol in the body through imbibition, utilization, and through hydrolysis of bile salts
5. Probiotics improve the absorption of calcium in the G.I. tract, and also contributes to the reduction of hypertension and Osteoporosis
6. Probiotics decrease the Lactose malabsorption and intestinal discomfort and thus improve digestion
7. Probiotics improve the intestinal peristalsis and thus reduce the intestinal diverticulosis, constipation etc.
8. Probiotics decrease the bacterial infections in the G.I tract through nutritional competency and through competitive exclusion of adhesion (attachment) sites for the pathogenic bacteria

9. Probiotics decrease the virulence of intestinal pathogenic bacteria as well as viruses by creating unfavorable pH conditions for the growth and proliferation of these pathogenic organisms
10. Probiotics synthesize essential vitamins in the G.I. tract. These vitamins serve as co-factors and are essential for enzymatic activities
11. Probiotics improve the digestion of food in the G.I. tract and reduce allergies
12. Probiotics reduce the re-infection in bacterial vaginosis
13. Probiotics increase longevity. It has been reported that Russians who routinely consumed Probiotics lived up to 140 years.

We would like to introduce another term called “Probiotic therapy”, which is same as microbial therapy involving beneficial microbial organism as curative agent. Some of the therapeutic properties of the Probiotics are gene controlled (Gene is a hereditary unit made up of DNA that occupies a specific location on a chromosome and determines a particular characteristic in an organism). These therapeutic genes of Probiotic bacteria could either be present on the chromosome or on plasmids (circular DNA molecules that exist independently in the cells). The fact that some of the plasmid-derived genes have such therapeutic properties, by coding for specific compound, makes you think that with evolution, these micro-organisms (Probiotics) built these genes (on plasmids) to safeguard themselves and indirectly to bestow good health to human beings. It could have taken over million years for bacteria to build such extra chromosomal (plasmid-borne) genes that can reproduce and function autonomously. We would like to refer to this as nature’s genetic engineering, controlled by universal field or superconscious or God.

### **AYURVEDA:**

Ayurveda is composed of two words i.e. *Ayus* and *Veda*. *Ayus* stands for life and *Veda* means knowledge. Lord Brahma (The Creator) was considered the originator of ayurveda. According to the Indian scriptures, Brahma designed the ayurvedic system of medical modality at the request of ancient Indian sages who wanted a health system to cure diseases that were prevalent at that time in ancient India. Thus, ayurveda is considered to be an ancient system of medicine which dates back to thousands of years. We can therefore credit Lord Brahma as the forefather of ayurveda.

The Ayurvedic clinician deals with the body, mind, or inner behavior, environment, diet and patient’s



Lord Brahma: Forefather of Ayurveda

consciousness or inner awareness. Ayurvedic treatment is aimed at preventing and eliminating disease, consequently prolonging life with excellent health. The Ayurveda is roughly 5,000 years old (perhaps much older) and has been categorized under complementary alternative medicine and is being practiced widely in India and several parts of the world.

The difference between Western medicine (allopathy) and Ayurveda is that Western medicine interprets the health and disease on the material of the body, whereas Ayurveda relies on the body’s non-material substrate, consciousness or inner awareness. The modern allopathic medicine modality assumes that the human body can be explained by material reductionism, which segregates consciousness (soul) from material world (physical body). This can be termed as objective science. In contrast, Ayurveda views human body as an abstract pattern of intelligence, which does not segregate consciousness (soul) from material world (physical body). It goes to prove that the philosophy of Ayurveda is in tune with the unified field theory of the modern physics. According to quantum mechanics pioneer Max Planck, consciousness is primary and matter is derived from the consciousness. According to Sir Arthur Eddington, a physicist who first provided evidence in support of Einstein’s theory of relativity, the stuff of the world is mind stuff. In this context, according to Vedas, modes of vibrations (from the unified field of pure non material intelligence) manifest themselves into matter. It also states that the unified field is the field of pure consciousness. Consequently, the differentiation between the consciousness (soul) and matter (physical body) loses its significance at the level of unified field. In other words, consciousness (soul) and matter (physical body) are one and the same at the unified or superstring field. Ayurvedic treatment aims at treating the disease by restoring one’s connection to the unified field, which is the innermost core of our being and experience. The basis of an integrated approach to health care is to connect one’s physical body with the unified field. This can be



### King Arjuna learning the concept of meditation from Lord Krishna

accomplished through meditation. During meditation, human being reaches the level of pure consciousness, i.e. unified field, which is the home of all the laws of nature. According to Gita, Lord Krishna taught the concept of meditation to King Arjuna at Kurukshetra, to motivate and uplift the depressed, scared and feared soul of Arjuna. Ayurveda believes that unfolding of consciousness is the single most important factor for both prevention and cure of the disease. Meditation is getting to know and communicating with yourself (subconscious) whereas, prayer is getting to know and communicating with god. Ayurveda believes in both and advocates them as part of the treatment modality. According to Dr. Hari Sharma, M.D., FRCPC (Professor Emeritus and former director, Cancer prevention and natural products research, college of medicine and public health, Ohio State University, U.S.A), cancer patients who practiced meditation along with medication, lived longer than the ones on medication only (personal communication).

Ayurveda also believes in body's natural state of internal balance. The state of balance is understood in terms of *doshas*. They are *vata*, *pitta* and *kapha*. *Doshas* are subtle principles emerging from the unified field. They are said to be derived from combination of still subtle expressions, the Pancha (five) Mahabhutas or great elements: space, air, fire, water and earth. The qualities of five Mahabhutas correspond closely to those of five basic elements or spin types as outlined in physics. Every human being is born with a natural state of balance i.e. mind/body type. A person could be categorized as *Vata*, *Pitta*, or *Kapha* or mixed type at birth. He or she will be regarded a *Vata*, or *Pitta* or *Kapha* person and that is his or her mind/body type at birth i.e. *Prakriti*. At a later

age, if such person's natural state of balance changes due to imbalance (external factors), it is called *Vikriti*. Thus, a shift from the natural state of balance i.e. *Prakriti*, to a state of imbalance i.e. *Vikriti*, results in disease. An Ayurvedic clinician or a trained physician can accurately determine the patient's *Prakriti* and *Vikriti*. The Ayurvedic treatment of disease thus concentrates on reverting *Vikriti* back to *Prakriti*, to restore the patient's health. This can be achieved through Ayurvedic medications (herbs), diet, yoga, meditation and through positive life style changes etc. This is the reason why Ayurveda is considered as a holistic therapy. Ayurveda also uses combination of herbs to treat ailments. The belief is that herbs will have the active principle come into contact with nutrients and buffers. Such a preparation will not give any side effects when consumed because the active therapeutic principle is naturally buffered. Generally, Ayurvedic preparations are formulated by blending several complementary herbs. The idea is to counteract the adverse effect of one herb with the other. Consequently the host will not have any side effects from the herbal medications. Ayurvedic preparations are excellent for treating chronic diseases.

The knowledge of ancient Indian Ayurvedic pioneers such as Charaka and Sushruta to arrive at such an Ayurvedic modality, was marvelous and commendable. We can greatly improve on their hypothesis with our modern understanding of physics, medicine, pharmacology, biochemistry, and molecular biology. The world's greatest known personalities, Albert Einstein, Mahatma Gandhi etc, did not set boundaries to their knowledge and they were humble. They have expanded their horizons, way beyond their acquired knowledge, to understand the creation of god and universe. According to Einstein one must have solid scientific background and philosophy to understand and interpret the laws of nature or creation of god. After understanding the laws of nature one must try to adapt them, to create new things (inventions) which can be useful to the welfare of the human beings, without altering the nature. In other words, work with the nature, but not against it. Both Einstein and Gandhi practiced meditation and they were constantly in contact with the unified field or superconscious or God to derive their energy, to accomplish the impossible. Same is true with great people like Michael Angelo etc., who have created marvels in their life time. In the modern world, we have to expand our knowledge to understand the principles of nature and then adapt them to cure the incurable diseases and human mystery.

Ancient scripts and puranas have indicated that human being can live up to 130 years with good health (example was Bheeshma in Mahabharatha). Russia has registered people living up to 140 years. We strongly feel, modern human being can live up to 120 to 130 years with good health and mind, provided he or she sets his or her mind and adheres to proper nutrition, life style, meditation, yoga, and proper natural medication as outlined in this article.

With the introduction of allopathic medicines, the popularity of Ayurveda progressively declined in the twentieth century. This could have been partly due to biased British rule and its influence in India. The fast-acting allopathic medicines became the treatment of choice for medical practitioners, even though they have severe side effects. Another factor that contributed to the decrease in popularity of Ayurvedic preparations was an inconsistency in their efficacy. Perhaps it was due to the destruction of specific beneficial microorganisms (Probiotics) present on a particular herb, due to pollution, use of herbicides and pesticides in farming, and also sterilization procedures used to prepare the herbs. The herbs have to be sterilized to eliminate the unwanted pathogenic bacteria. Unfortunately, sterilization also kills beneficial micro-organisms. It is possible that the main therapeutic effect of the Ayurvedic herb was due to a synergy between the naturally inhabited microorganism (Probiotics) and the herb.

### **PROYURVEDA:**

The combined use of proper Probiotics and Ayurveda is termed Proyurveda. The picture portrayed here can be interpreted as Lord Brahma (Ayurveda) admiring Lord Krishna (Probiotics) for joining him to come up with the combined concept, PROYURVEDA. The Probiotics (beneficial micro-organisms) survive long time when blended with herbs because herbs are antioxidants. Such Proyurveda preparations (patented blend of Probiotics plus Ayurvedic) exhibit enhanced activity and effectiveness without any unwanted side effects. Probiotics are stimulated with the aid of Ayurvedic herbs and in turn the Ayurvedic herbal activity also enhances due to Probiotics, thus improving the efficiency of both Probiotics and Ayurveda herbs to cure disease or to help support functions of the organs in the human body, without any side effects. These probiotic-herbal preparations must be proven with the aid of elaborate clinical trials. The Proyurveda drugs or dietary supplements went thru extensive clinical trials in India and were proven successful in alleviating



### **Lord Krishna (probiotics) and Lord Brahma (ayurveda) together, are the forerunners of PROYURVEDA (probiotics + ayurveda)**

or improving several health conditions in humans (U.S. patent #6080401). Both the allopathic and Ayurvedic practitioners tested and validated the efficacy of the Proyurvedic drugs (for the past 10 years) to cure the acute and chronic diseases, without any side effects.

We have elected to use the Sanskrit term “Satsheera” (Trade Name) for freeze dried or dried milk grown probiotics, incorporated into the Ayurvedic preparations. Drug licenses were obtained (for clinical trials and trade) in India for proyurvedics with the use of Satsheera as a TradeName for probiotics, in accordance with the rules and regulations of the Ayush department of the Government of India. When we start marketing these products in USA, we have to manufacture these probiotics in coherence with Jewish Koshruth regulations and also label them in compliance with the latest public law, FALCPA 2004 (Food Allergy Labeling and Consumer Protection Act) of the United States of America, which is monitored and administered by the U.S. Food and Drug Administration. All along, for the past ten years, the majority of Probiotic strains, used in Proyurveda drugs or supplements, were L. acidophilus DRK and B. bifidum MS. We have limited, in majority of our formulations, to use only these strains as Probiotic fractions (Satsheera), to derive maximum amount of therapeutic data, with least confusion. We have compiled ample amount of clinical data using over 100 Proyurveda products using L. acidophilus DRK and B. bifidum MS strains only as Probiotics. Of course, several other Probiotic strains including but not limited to L. sporogenes and Saccharomyces bulardi have been