

ABOUT THE AUTHOR



Prof. I.V. Chalapati Rao (b.1923) is a well-known and highly respected household name amongst the English reading public. He is an erudite scholar, a man of letters, a thought provoking writer, a powerful public speaker, a teacher par excellence and a distinguished editor, a rare combination of excellent qualities blended into a pleasing personality.

Prof. Rao was responsible for shaping and guiding innumerable careers of his students. He also held many positions of importance in the academic world and served in several organizations in various capacities with distinction. He has authored 25 books on education, communication, management and biography of lasting values, reviewed and wrote Prefaces and Forewords to over two hundred books of well known writers in English and Telugu. He is felicitated and honoured on several occasions by organizations of national and international repute. He is endowed with ready wit and rich wisdom.

Prof. Rao's services as a spell-binding orator, inspiring leader and a distinguished management guru are regularly utilised by many universities, national training institutions and academic staff colleges across the country. He is a specialist in communication skills, Indian Ethos and Culture, purpose of life, personality development and other similar topics.

Presently, Prof. Rao is the Chairman of Forum for Higher Education. He has been editing **Triveni**, literary and cultural Quarterly in English, which celebrated its Platinum Jubilee in the year 2004.

It is a great attempt by **Prof. I.V. Chalapati Rao** to bring out a book, "Culture Capsules - Art of Living" containing various thought-provoking subjects, which are not only enlightening but extremely useful to the modern-day youth. I know Sri Chalapati Rao intimately for quite some time and what I admire in him is his simplicity and humility inspite of his vast erudition and wisdom. His words not only carry meaning for intellect but awaken our dormant spirit. I wish and hope that all our youth read this book to have a comprehensive idea of our culture and heritage.

Swami Paramarthananda
President
Rama Krishna Math
Hyderabad

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Culture Capsules ART OF LIVING

Prof. I.V. Chalapati Rao

Published by
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Sri P.V.Narasimha Rao,
former Prime Minister of India, released the book on
October 2, 2002.

Excerpts from his speech

I am really very happy on this auspicious day to be able to meet all of you and also release Prof. Chalapathi Rao's book. Prof. Chalapathi Rao has a unique and many splendoured personality with whom I had a long association. Chalapathi Rao ji is an educationist, a fine teacher and an educational administrator, more than any of these things, **he is a thinking person.**

This book is not just a book, it is a treasure. We have had many kinds of treasures, but this is a special treasure. What he has brought out is not just what is said by others but what he thinks about what they have said. I am really impressed by the manner in which he has brought some extraordinary things from thought to thought throughout, and he excelled.

This book can become a good compendium, companion of wisdom to anyone who cares to read it. It will be there more as a guide to anyone who wants guidance or likes to take guidance.

May this book be read

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