

**Mail or Fax to**

**Prof. Y. Sreedhar Murthy**  
SOWRAG, H.No. 1-104/1  
St. No. 3, Bhavani Nagar, Nacharam  
Hyderabad - 500 076.  
Phone: +91-40-27171383, 27179374  
E-mail: profysm@yahoo.com

**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.

# Culture Capsules INDIAN RENAISSANCE

## Acharya I. V. Chalapati Rao

This is the third publication from the **Sri Yabaluri Raghavaiah Memorial Trust**. The Trust is formed to promote the Culture and Heritage of Indianness. Its main objective is to publish Books, Magazines, Articles, Pamphlets on subjects like Culture, Literature, Scientific, and Academic matters to promote the social values.

The articles in the book **Culture Capsules - Indian Renaissance** are classified under four categories – Art & Culture, Science and Society, Life and Philosophy, Education & Literature. Art is the representation of life. Literature is the mirror of Life. Science is the exploration of nature and life. Philosophy is the attitude to life. Religion is reverence for life.

---

*Published by & Copies can be had from:*

**Sri Yabaluri Raghavaiah Memorial Trust**

SOWRAG, H.No. 1-104/1

St. No. 3, Bhavani Nagar, Nacharam  
Hyderabad - 500 076.

Phone: +91-40-27171383, 27179374

---

Year of Publication : **2004**

Price: Rs.100/- US\$ 10      Paperback  
Rs.150/- US\$ 15      Hard Bound

*\* Postage and Packing extra*

# CONTENTS

## I. A TRIBUTE

1. **A Centenary Wreath for the  
Founder Editor of Triveni  
Sri Kolavennu Ramakotiswara Rau** 1

## II. ART & CULTURE

2. A Garland for Acharya Sankara 9  
3. Are True Religion and Psychotherapy  
on the Same Wavelength? 13  
4. Are the East & West on the  
Same Wavelength? 17  
5. Culture Inversions and Vanishing Values 24  
6. Music - Its Myriad Faces 28  
7. Nature's Beauty - Man's duty 34

## III. SCIENCE & SOCIETY

8. Science, God and the Soul 43  
9. Human Brain & Mind 49  
10. Super Technology - Boon or Bane 53  
11. Information Technology (I.T.) in the New  
Millennium 56  
12. Science & Society 59  
13. Spicy Bits of Scientists' Lives 64  
14. Downsizing Bureaucracy 69  
15. The Care for Human Rights 72

## IV. LIFE & PHILOSOPHY

16. Gandhi, the Only Man in the East 77  
with a Sense of Humour  
17. Long Life and Immortality 82  
18. The Magic word - Motivation 87  
19. Hitch your Wagon to a Star 92  
20. Craving and Craze for Immortal Fame 99  
21. Sweet are the Uses of Adversity 103  
22. Is Memory God's Gift? 108  
23. Is Happiness Like Chasing a Butterfly ? 113  
24. Team Building 118  
25. Sands of Time - Time Management 122  
26. Tamasoma Jyotirgamaya 127  
27. Meditation - Yoga 132

## V. EDUCATION & LITERATURE

28. The Wonderful World of Literature 139  
29. Aspiring Writers! Persistence Pays 145  
30. Creativity and Intuition 149  
31. English on Tap but not on Top 154  
32. Till Destiny Blows the Whistle 162  
33. Interesting Facts about Famous Writers  
and Artists 165  
34. Authors Hunt for Titles 169  
35. The Educational Scene: Niagara of Reports  
and Sahara of Action 174

## Order form

# Culture Capsules INDIAN RENAISSANCE

**Acharya I. V. Chalapati Rao**

**From:**

**Date:**

**To:**

**Prof. Y. Sreedhar Murthy**  
SOWRAG, H.No. 1-104/1  
St. No. 3, Bhavani Nagar, Nacharam  
Hyderabad - 500 076.  
Phone: +91-40-7171383, 7179374

Dear Sir,

Kindly supply \_\_\_\_\_ copy/copies of **Culture Capsules - Indian Renaissance** by registered book-post/ VPP/through messenger.

I am enclosing a Demand Draft/Bankers Cheque for Rs./US\$ \_\_\_\_\_ bearing No. \_\_\_\_\_ drawn in favour of **Sri Yabaluri Raghavaiah Memorial Trust, Hyderabad.**

Yours Sincerely,

Mailing address

Name :  
Designation :  
Organisation :  
Address :  
City & zip code :  
Country :

Cut here