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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 LIVING THROUGH CHANGING TIMES

Prof. I. V. Chalapati Rao

This is the fifth 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 - Living Through Changing Times* cover a wide range of topics highlighting ever changing demands and stresses of the human beings in modern society. The author with his vast experience brings to light the need for adjustments and the appreciation of the others points of view for a harmonious, happy and practical living. The articles span from ancient Vedic times to the contemporary World.

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