

SRI SIVANANDA
CULTURAL CENTRE

a project by

Sanathana Dharma Charitable Trust
Bheemunipatnam



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Belong to the native land. You have a responsibility to your motherland. But loving your native land, means being true to the culture.

Satguru Sri Sivananda Murty

Sanathana Dharma Charitable Trust
Anandavanam, Bheemunipatnam – 531163.
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SANATHANA DHARMA CHARITABLE TRUST [SDCT]

Situated in the tranquil surroundings of Bheemunipatnam, the Sanathana Dharma Charitable Trust, established in the year 2000, is a renowned spiritual, cultural, and charitable institution established under the divine inspiration and blessings of **Satguru Sri Sivananda Murty garu**. Guided by his vision and teachings, the Trust is dedicated to preserving and propagating the timeless values of Sanathana Dharma, while promoting education, cultural heritage, spirituality, and selfless service to society.

Rooted in the eternal wisdom of the Vedas, Upanishads, Itihaasas, Puranas, and the rich philosophical traditions of India, the Trust seeks to inspire individuals to lead lives founded on righteousness, compassion, discipline, and national consciousness. Every activity of the Trust reflects Satguru Sivananda Murty garu's conviction that India's spiritual heritage must be preserved, studied and transmitted to future generations through meaningful education and cultural engagement.

For decades, the Trust has been dedicated to preserving India's cultural heritage, promoting education, nurturing the arts and serving society through impactful initiatives. A flagship endeavour of the Trust is the annual recognition of eminent citizens who have made outstanding contributions to society and the nation. The Trust also confers titles of Sangeet Vidyanidhi and Natya Vidyanidhi through its sponsored body 'Andhra Music Academy'. Exceptional performers across India have been honoured with above titles.

Over the years, the Trust has undertaken a wide range of activities that include:

- Promotion and preservation of Indian culture, heritage and traditional values, including Sanathana Dharma and related cultural traditions.
- Cultural and educational activities, including organizing lectures, seminars, workshops, exhibitions and cultural programmes.
- Publication and dissemination of literature and knowledge relating to Indian culture, philosophy, spirituality and heritage.
- Promotion of arts, music, dance, literature and other cultural forms.
- Social welfare and charitable activities, including support to people in need and community-oriented programmes.
- Educational and knowledge-development initiatives for the benefit of society.
- Health and humanitarian activities, including medical camps and other welfare-oriented interventions.
- Establishment and operation of cultural/educational facilities and undertaking activities that advance the Trust's charitable and cultural objectives.

Through its diverse activities, Trust remains committed to fulfilling the vision of **Satguru Sri Sivananda Murty** garu by nurturing a society rooted in knowledge, ethical values, cultural pride and spiritual awareness.

List of some of the awardees of various awards by the Trust.

Sivananada Eminent Citizen Award

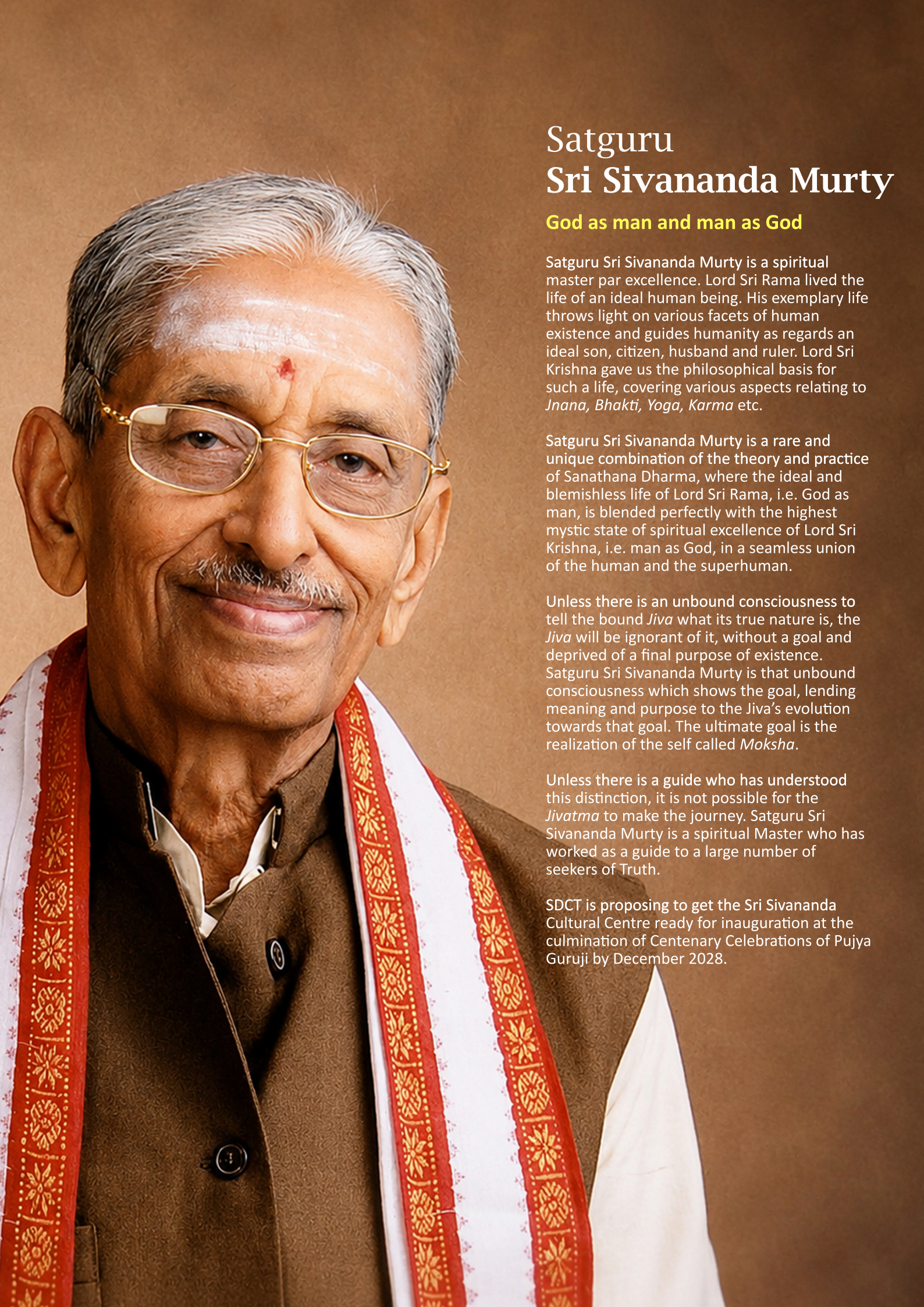
1. General K. V. Krishna Rao [2005]
2. Prof. Jayant Vishnu Narlikar [2013]
3. *Bharat Ratna* Dr. C N R Rao [2014]
4. Dr. C. Rangarajan [2016]
   Dr. E. Sreedharan [2016]
6. Kesava Parasaran [2022]
7. Dr. D. Nageshwar Reddy [2023]

Sangeet Vidyanidhi Award

1. Mangalampalli Bala Murali Krishna[2001]
2. Nedunuri Krishnamurthy [2003]
3. Nookala Chinna Satyanarayana [2004]
4. Pandit Jasraj [2006]
5. D. K. Pattamal [2006]
6. Dr. Yella Venkateshwar Rao [2009]
7. Malladi Suribabu [2019]

Natya Vidyanidhi Award

1. Vempati Chinna Satyam [2002]
2. Nataraja Ramakrishna [2004]
3. Vedantam Satyanarayana [2005]
4. Padma Subramanyam [2007]
5. Yamini Krishnamurthy [2008]
6. Shobha Naidu [2009]
7. Leela Samson [2014]



Satguru
Sri Sivananda Murty

God as man and man as God

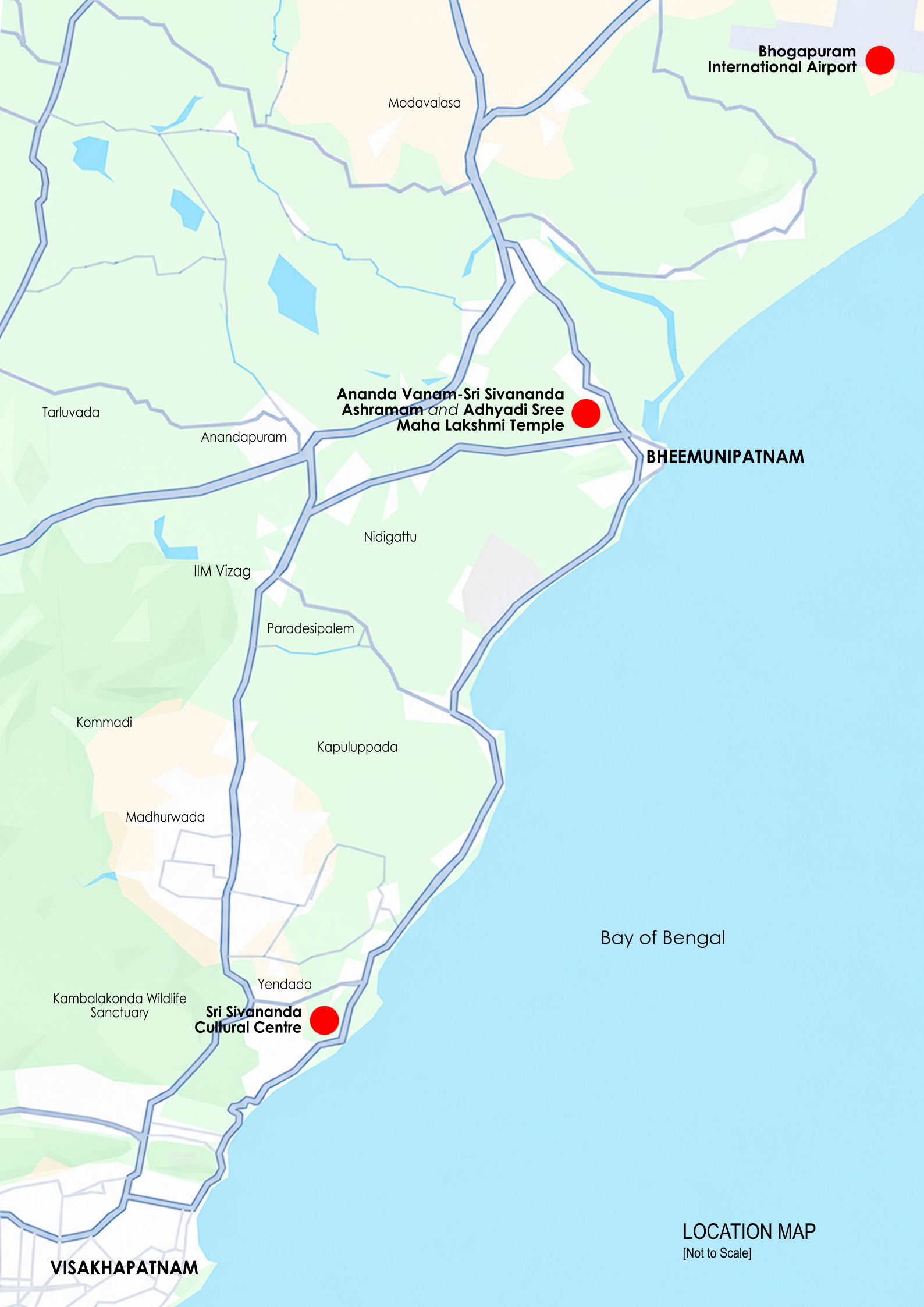
Satguru Sri Sivananda Murty is a spiritual master par excellence. Lord Sri Rama lived the life of an ideal human being. His exemplary life throws light on various facets of human existence and guides humanity as regards an ideal son, citizen, husband and ruler. Lord Sri Krishna gave us the philosophical basis for such a life, covering various aspects relating to *Jnana, Bhakti, Yoga, Karma* etc.

Satguru Sri Sivananda Murty is a rare and unique combination of the theory and practice of Sanathana Dharma, where the ideal and blemishless life of Lord Sri Rama, i.e. God as man, is blended perfectly with the highest mystic state of spiritual excellence of Lord Sri Krishna, i.e. man as God, in a seamless union of the human and the superhuman.

Unless there is an unbound consciousness to tell the bound *Jiva* what its true nature is, the *Jiva* will be ignorant of it, without a goal and deprived of a final purpose of existence. Satguru Sri Sivananda Murty is that unbound consciousness which shows the goal, lending meaning and purpose to the Jiva's evolution towards that goal. The ultimate goal is the realization of the self called *Moksha*.

Unless there is a guide who has understood this distinction, it is not possible for the *Jivatma* to make the journey. Satguru Sri Sivananda Murty is a spiritual Master who has worked as a guide to a large number of seekers of Truth.

SDCT is proposing to get the Sri Sivananda Cultural Centre ready for inauguration at the culmination of Centenary Celebrations of Pujya Guruji by December 2028.


Bhogapuram
International Airport
Modavalasa
Ananda Vanam-Sri Sivananda
Ashramam and Adhyadi Sree
Maha Lakshmi Temple
Tarluvada
Anandapuram
BHEEMUNIPATNAM
Nidigattu
IIM Vizag
Paradesipalem
Kommadi
Kapuluppada
Madhurwada
Bay of Bengal
Yendada
Kambalakonda Wildlife
Sanctuary
Sri Sivananda
Cultural Centre
VISAKHAPATNAM
LOCATION MAP
[Not to Scale]

WHY A CULTURAL CENTRE IN VISAKHAPATNAM

Bharat is the cradle of the Vedic civilization and home to thousands of years of history, diverse languages, festivals, art forms, music and dance, literature, architecture and Indic knowledge systems especially precious spiritual traditions.

The findings of various studies suggest that recent changes in cognitive performance are complex, affecting different mental abilities in different ways rather than reflecting a simple rise or fall in intelligence. There were instances of reported declining intelligence in Europe and the US as determined by standardized tests. This is also reasoned due to declining trend of reading and memorisation. It is also reported that more and more children are reducing interacting with peer groups and others outside school. They are often found spending bulk of time with devices and gadgets. Declining literacy and numeracy is a challenge emerging in developed society today.

The immediate relevance of this exposure to school-going children is important to dwell upon.

This complex is being conceived as a living cultural eco-system – part museum, part performing arts complex, part educational institution, part library and archive, and part a training academy. This centre would be a statement that a civilization with such a rich past deserves an institution capable of preserving its memory, nurturing its present and inspiring its future generations.

As some critics point out, our Indian classical music and dance are described as mathematics of melody and geometry of grace respectively. Our focus is not to make musicians out of this centre. It is to make music and dance as an important part of everyone's life. Our approach will be to make these art forms for fun and excitement to build filial bonds in the society they are habitating. Various other gains are not hard to imagine like the protection to legacy and traditions of Bharat.



2009; Satguru Sri Sivananda Murthy garu visiting the site of the proposed Cultural Centre in Rushikonda

SRI SIVANANDA CULTURAL CENTRE

A Beacon of Indian Heritage and a vision Rooted in Timeless Values

Perched gracefully on a picturesque two-Acre of a hill slope site at Rushikonda, overlooking the majestic Bay of Bengal and adjoining the scenic Visakhapatnam-Bhimli Beach Road, the Sri Sivananda Cultural Centre is envisioned as a landmark destination dedicated to the preservation, promotion and celebration of India's rich cultural and spiritual heritage.

An Icon for Visakhapatnam

Spread across nearly 130000 Square Feet of thoughtfully planned built-up area, the Sri Sivananda Cultural Centre is poised to become one of the most distinguished cultural landmarks of Visakhapatnam. The architecture harmoniously blends the timeless aesthetics of Andhra Pradesh's traditional heritage with contemporary functionality, creating a destination that is both culturally rooted and globally relevant. The Centre will feature an array of facilities designed to nurture artistic excellence, preserve cultural traditions and provide enriching experiences for all concerned. Some of the key components of this centre include the following:

State-of-the-Art Auditorium

A modern 500+ seat auditorium equipped with advanced acoustics and performance technology for classical music and dance concerts, theatre performances, conferences, spiritual discourses and educational programmes.

Academy for Indian Classical Arts

Dedicated classrooms and studios will offer systematic training in Kuchipudi-the classical dance form which developed in the Andhra region, Carnatic Vocal Music and Instrumental Music and other classical performing arts. These activities will help preserve and pass on India's priceless artistic traditions to future generations.

Centre for Telugu Language & Literature

The Centre will actively promote, Telugu language, Classical literature, Poetry and Cultural studies. It will conduct literary seminars and undertake heritage publications.

Vedic Knowledge Centre

Courses and lectures will be organized on *Vedas, Vedangas* like Vedic Astrology, Sanskrit learning, Yoga, traditional Indic Knowledge Systems and Spiritual studies.







Museum of Inspiration

A thoughtfully curated museum will chronicle the remarkable life, teachings, writings and contributions of Satguru Sri Sivananda Murty, offering visitors an inspiring journey through the life of one of modern India's most respected spiritual luminaries. Rare photographs, manuscripts, personal memorabilia, audiovisual presentations and archival material will preserve Pujya Guruji's enduring legacy for generations to come.

A Home for Artistes and Scholars

The Cultural Centre will provide comfortable accommodation for eminent artistes, Scholars, Musicians, Spiritual teachers, visiting faculty and distinguished guests. These residential facilities will encourage extended cultural interactions and creative collaborations.

Hospitality & Visitor Amenities

To ensure a welcoming experience, the campus will include, a contemporary café with fully equipped kitchen, spacious dining facilities, landscaped open spaces, seating courtyards and gathering areas. The Centre is envisioned as a place where visitors can spend meaningful time immersed in art, culture and serenity.

Convenient Accessibility

The campus has been carefully planned with easy vehicular circulation and ample parking facilities, including:

- Parking for 250 cars
- Dedicated parking for a large number of two-wheelers
- Barrier-free access

Architecture Inspired by Andhra Heritage

The Cultural Centre has been designed by architect G Srinivas Murthy, a celebrated designer, eminent academic, urbanist and ever enthusiastic cultural entrepreneur. Popularly known as SMG, he is a sensitive designer and architect with a deep understanding of ecological principles, strongly rooted in the human centric design value system. His architecture is responsive to climatic, social and cultural context and is known for in-depth design detailing. His studio firm, SMG Design Inc., has contributed globaly, some outstanding architectural masterpieces, including in the city of Visakhapatnam.

In this project, his vision is to bring together traditional temple-inspired architectural vocabulary in a contemporary context, with the state-of-the-art technology and engineering and sustainable design planning principles. The built form will celebrate the architectural legacy of Andhra Pradesh through elegant courtyards, traditional stone detailing, building elements with classical proportions and indigenous materials. The centre will have some beautifully landscaped terraces with panoramic views of the Bay of Bengal. Every element of the campus has been conceived to create an atmosphere of peace, inspiration and cultural pride.

A Living Centre of Culture

Sri Sivananda Cultural Centre is envisioned not merely as a building, but as a living institution that will preserve India's timeless traditions, encourage artistic excellence, promote Telugu and Indian heritage, inspire youth, foster spiritual values, host national and international cultural events and serve the society through education and cultural outreach.

Some of the important projects designed by SMG Design Inc.

1. Vishwa Shanti Kshetram for Sri Shanti Ashram, Kailasagiri Hill [1999]
2. School Building, Andhra University [2001]
3. Banyan Tree Plaza - a Tourism and Cultural Plaza, Kailasagiri Hill [2002]
   Sri Shirdi Saibaba Temple in Vizag Steel Plant Township [2004]
   Ananthagiri Haritha Hills Resorts, APTDC [2005]
   Kenexa Technology Centre, first IT SEZ Building of Visakhapatnam, Hill No. 3, Rushikonda [2009]
   Dr. APJ Abdul Kalam Memorial, Rameswaram, Tamilnadu [2016]
   Vizag City Beach Road Masterplan and the Sea Harrier Museum [2020]
   Proposed GVMC New Head Office in Mudasarilova [2025]








SIVANANDA
CULTURAL
CENTRE
SIVANANDA
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CENTRE



Artistic rendering of the panoramic view of the proposed Cultural Centre

SITE PLAN

[Not To Scale]

Legend

1. Entrance Plaza for Traditional Crafts Store
2. VIP and Emergency Parking
3. Way to Auditorium Portico
   Main Entrance to Cultural Centre
5. Visitors' Parking
6. Staff Parking
7. Entrance to the Covered Parking Area
8. Terrace arden

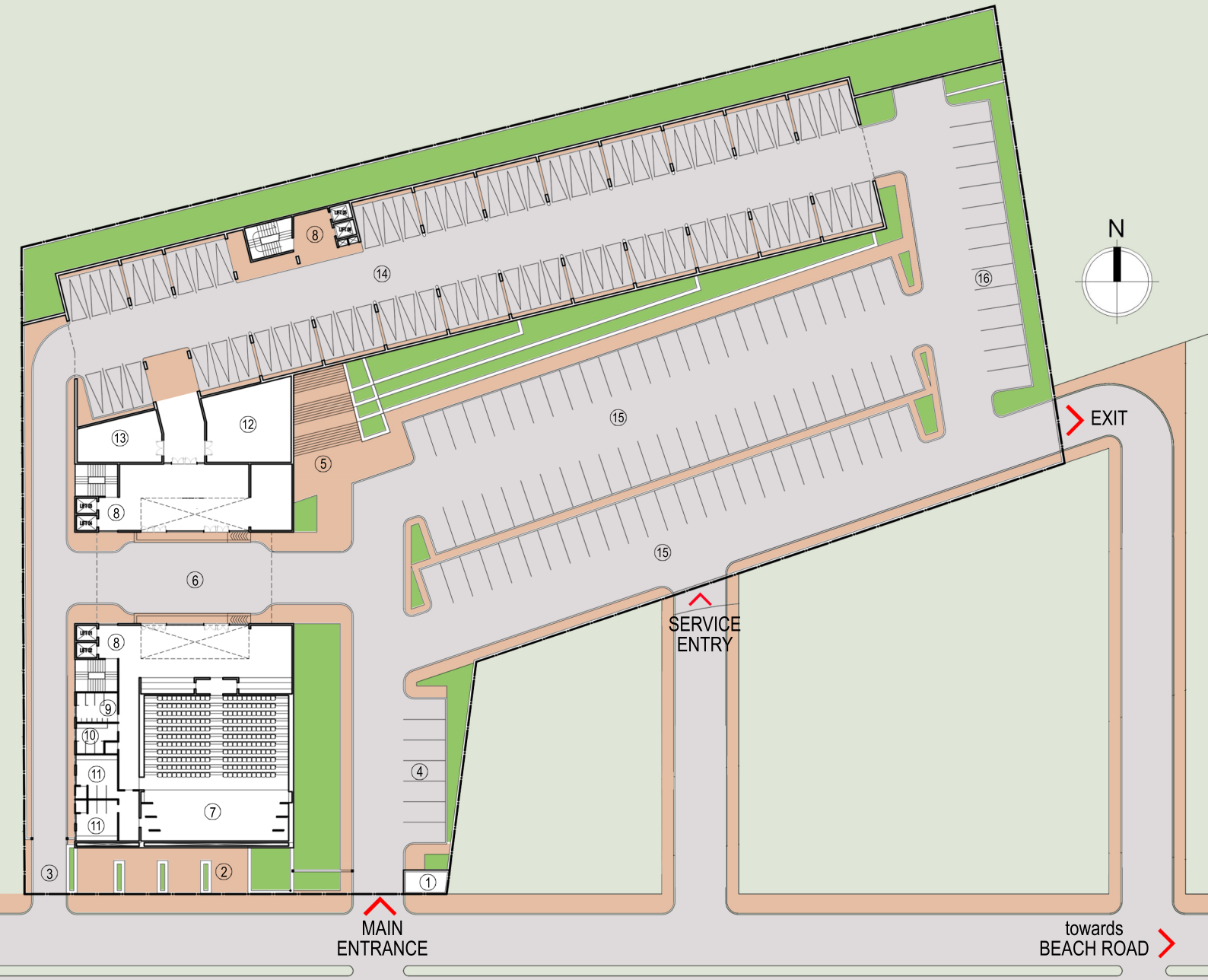


UPPER GROUND FLOOR PLAN
[LEVEL 02]
[Not To Scale]

Legend

1. Security Room
2. Entrance Plaza for Traditional Crafts Store
3. Emergency Service Exit Gate
4. VIP and Emergency Parking
5. Main Entrance to Cultural Centre
   Auditorium Entrance Portico
7. Auditorium Hall
8. Lift Lobby
9. Toilet [Gents]
10. Toilet [Ladies]
11. Green Room
12. Generator and Transformer Room
    MEP Room
14. 6.0M wide Driveway & Covered Parking Area
15. Visitors' Parking
16. Staff Parking

Floor Wise Built up Area and Project Components			
Level	**Floor**	**Built Up Area [In Sq. Ft.]**	**Components**
1	Lower Ground	7500	Traditional Handicrafts and Handloom Store
2	Ground	31285	Auditorium Lower level [286 Seats], Main Foyer, Lift and Staircase lobby, Toilets and Green Rooms, Covered Car Parking for 68 Cars
3	Upper Ground	26570	Auditorium Upper level, Lift and Staircase Lobby, Toilets, Multipurpose Rehearsal Hall, Cultural Centre Main Entrance Hall, Retail and Exhibition Space, Library and Resource Centre, Workshop and Studio Space, Cafeteria, Dining Facility and Main Kitchen
4	First	30430	Auditorium Balcony level [230 Seats], Lift and Staircase Lobby, Toilets, Multipurpose Rehearsal Hall, Music and Dance Class Rooms, Faculty Rooms, Centre for Languages and Indic Knowledge System
5	Second	33880	Cultural Centre Administration area, Board Room, Meeting Rooms and Conference Centre, Guest Rooms
6	Terrace	2245	Terrace Garden with Pergola covered Gathering Space, Staircase and Lifts Head Rooms etc.
Total Built Up Area		**131910**	



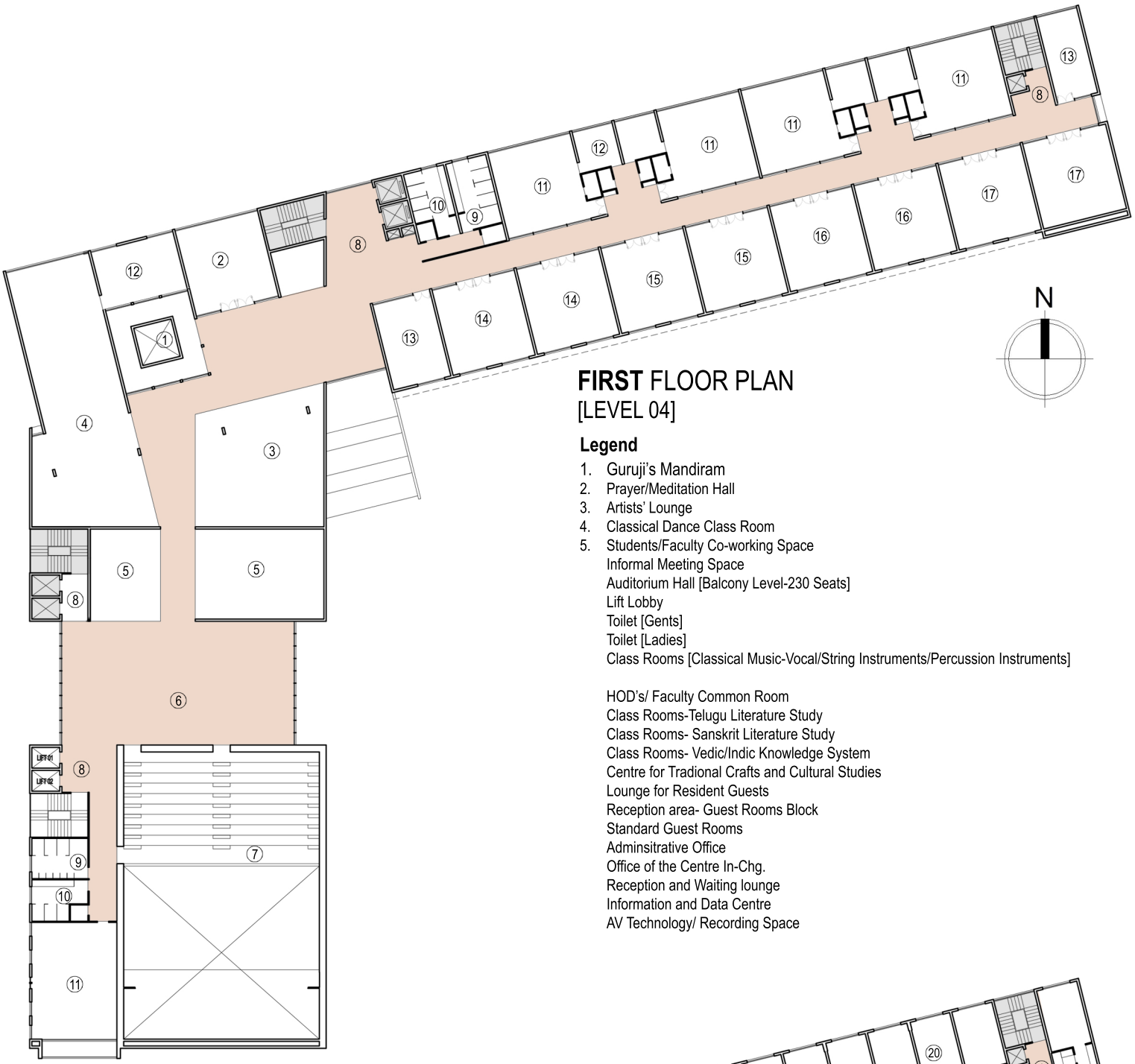


LOWER GROUND FLOOR PLAN
[LEVEL 01]

GROUND FLOOR PLAN
[LEVEL 03]

Legend

1. Guruji's Mandiram
2. Prayer/Meditation Hall
3. Landscaped Courtyard
4. Museum of Inspiration
5. Main Entrance to Cultural Centre
   Hall of Fame- Main Lobby for Cultural Centre
   Auditorium Hall
   Lift Lobby
   Toilet [Gents]
   Toilet [Ladies]
   Multi-purpose /Rehearsal Hall
   SSCC Main Reception and Administration
   Exhibition Hall
   Retail Space
   Library and Resource Centre
   Workshop/Studio Space
   Cafeteria and Dining Area
   Main itchen and Pantry

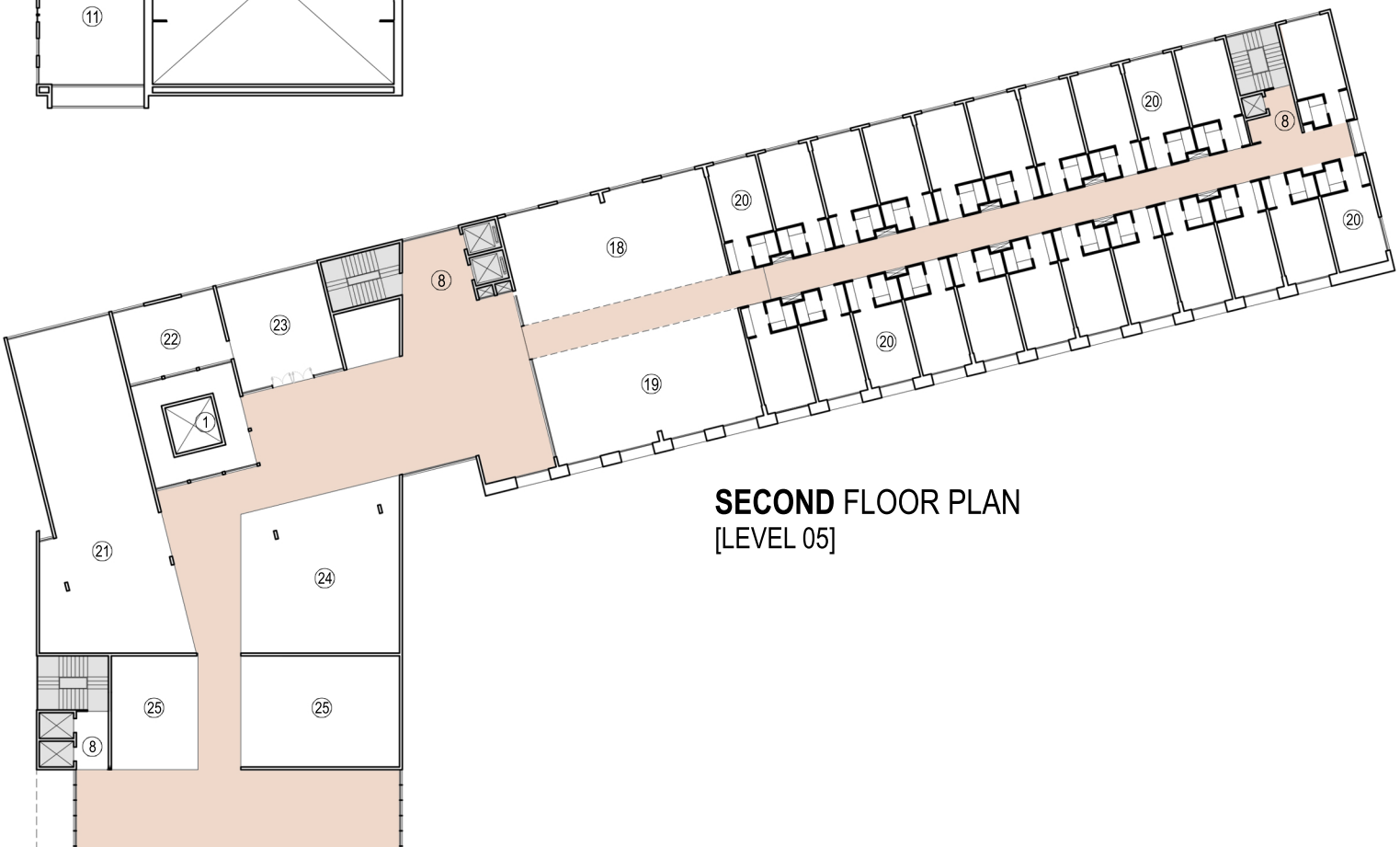


FIRST FLOOR PLAN
[LEVEL 04]

Legend

1. Guruji's Mandiram
2. Prayer/Meditation Hall
3. Artists' Lounge
4. Classical Dance Class Room
5. Students/Faculty Co-working Space
   Informal Meeting Space
   Auditorium Hall [Balcony Level-230 Seats]
   Lift Lobby
   Toilet [Gents]
   Toilet [Ladies]
   Class Rooms [Classical Music-Vocal/String Instruments/Percussion Instruments]

   HOD's/ Faculty Common Room
   Class Rooms-Telugu Literature Study
   Class Rooms- Sanskrit Literature Study
   Class Rooms- Vedic/Indic Knowledge System
   Centre for Tradional Crafts and Cultural Studies
   Lounge for Resident Guests
   Reception area- Guest Rooms Block
   Standard Guest Rooms
   Adminsitrative Office
   Office of the Centre In-Chg.
   Reception and Waiting lounge
   Information and Data Centre
   AV Technology/ Recording Space



SECOND FLOOR PLAN
[LEVEL 05]

SDCT Eminent Citizen Awardees

















Some of the SDCT Eminent Citizen Awardees

[Clockwise from top left]- Bharat Ratna Dr. C N R Rao [2014], Dr. S. Padmavati [2012], Sri V. Rama Rao - former Governor of Sikkim [2008], Dr. U.R. Rao [2011],Swami Paramatmananda Saraswati [2025], Dr. Nori Dattatreyudu [2021], Dr. C. R. Rao [2007] and Dr. E. Sreedharan [2016]

Sangeeta Vidyanidhi Awardees



Sangeeta Vidhyanidhi Awardees [Clockwise from top left] Dr. Mangalampalli Balamurali Krishna [2001], Dr. D K Pattamal [2006], Dr. Nedunuri Krishna Murthy [2003] and Pandit Jasraj [2005]

Natya Vidyanidhi Awardees



Natya Vidyanidhi Awardees [Clockwise from top left] Dr. Vempati Chinnasatyam [2002], Dr. Yamini Krishnamurty [2004], Dr. Shobha Naidu [2009] and Dr. Padma Subrahmanyam [2007]

GOVERNANCE MECHANISM FOR THE CULTURAL CENTRE

SDCT will undertake overall management of the proposed Cultural Centre.

GOVERNING COUNCIL OF SRI SIVANANDA CULTURAL CENTRE [SSCC]

The proposed Sri Sivananda Cultural Centre [SSCC] will have its own apex Governing council with the following categories of people :

a) Five Trustees of SDCT including Managing Trustee.

b) Padma Awardees with background in classical music, classical dance and fine arts.

c) Sangeet Natak Academy awardees.

d) Individuals of eminence in classical Telugu and Sanskrit literature.

e) Individuals who have done significant service in the field of education.

f) Individuals who have good knowledge and understanding in dharmic values, science of spiritual practises.

g) All institutional and corporate donors who made contributions of Rs 5 crores and more will be life members.

h) All individual donors who made contributions of Rs 1 crore and more will be life members.

i) Few nominees of state and union governments by office.

The Governing council will meet once a year and decide on administrative, financial and policy matters of the center.

ADVISORY COUNCIL

The Governing council will be assisted and advised by an Advisory Council, which will comprise of the following members:

a) Select representatives of Andhra Music Academy

b) Select awardees of Sangeeta Vidyanidhi and Natya Vidyanidhi felicitations.

c) Representatives of popular Music and Dance teachers in North Coastal Andhra districts.

D) All Institutional and Individual donors who made contributions between Rs 50 Lakhs to Rs 5 crores.

E) Individuals with teaching experience in schools and junior colleges in Telugu and Sanskrit languages.

Advisory Council nominees will be selected by SDCT and offered suitable sitting fee and tenure. Advisory Council will meet at least twice a year and review the progress in achieving the Centre's objectives and goals. This Council will make suitable suggestions from time to time to the Governing Council for its consideration and approval.

ADMINISTRATIVE BODY

There will be an Administrative body to run the centre in an efficient and transparent manner. There will be a Coordinator with required experience who will organise the activities. A group of inspired and experienced individuals will assist the centre to plan and undertake required activties. Teachers will be engaged to undertake classes in a flexible manner to suit convenience of school-going children or children going through homeschooling. Special lectures and interactions will also be arranged for adults on topics of interest to improve understanding of fine arts and Indian Culture. Workshops will also be organised for select groups of teachers imparting art, music and dance in several schools and towns.

HALL OF FAME

All donors, who contribute Rs. 10.00 Lakhs and above for the development and activities of the Sri Sivananda Cultural Centre will have their names etched permanently in the **Hall of Fame.**

YOUR SUPPORT IS SOLICITED

Sustaining the Arts - Inspiring the Future

For decades, the Sanathana Dharma Charitable Trust (SDCT) has been dedicated to preserving and promoting India's rich spiritual, cultural and intellectual heritage through conduct of festivals, publications, awards, exhibitions, educational programmes and community initiatives inspired by Satguru Sri Sivananda Murty garu.

Today, we are embarking on our most significant initiative—the establishment of the Sri Sivananda Cultural Centre in Visakhapatnam, envisioned as a landmark institution for preserving, nurturing and celebrating the timeless values of Sanathana Dharma. The Centre will serve as a vibrant hub for learning classical music and dance, literature, fine arts and for hosting heritage exhibitions, research, education, spiritual discourses and cultural exchange, inspiring future generations while strengthening our civilisational roots.

As a charitable, non-profit institution, this vision can be realised only through the collective support of individual philanthropists, corporate houses and organisations who share our commitment to safeguarding India's cultural and spiritual legacy.

We warmly invite you to become a partner in this historic endeavour. Your generous contribution—regardless of its size—will directly support the creation of an institution that will preserve our heritage, nurture artistic excellence, encourage scholarship and provide an enduring platform for cultural and spiritual enrichment.

By contributing to the development of Sri Sivananda Cultural Centre, you are not merely making a donation; you are helping build a lasting legacy that will inspire, educate and serve generations to come. Together, let us create a Centre that reflects the enduring spirit of our civilisation and as a beacon of knowledge, culture and service for the nation.

Donations for the project can be sent to

SANATHANA DHARMA CHARITABLE TRUST

ICICI Bank A/c No. 004801005595
IFS Code -ICIC0006316
MVP Colony, Visakhapatnam Branch,

Donations to the trust are exempted U/s 80 G of the Income Tax ACT.
SDCT is registered with MCA for undertaking CSR activities and the registration number is CSR 00116342

Please send a mail to
sdctprojects@gmail.com
with all the details of remittance (in Indian rupees only) along with your PAN, your postal address and email details to enable us to send the receipt.







His Holiness Jagadguru Vijayendra Saraswathi Swamiji - Peetadhipathi of Kanchi Kamakoti Peetam, blessed the project in Kanchipuram on 23rd September 2026. Sri Sivananda Cultural Centre brochure was launched on 8th August 2026 at Visakhapatnam by **Brahmasri Chaganti Koteswara Rao** garu -Advisor to the Government of Andhra Pradesh and by **Guru Sri Viswapathi** garu -Author of Spiritual Books & a Spiritual Guide in the august presence of **Sri Ganta Srinivasa Rao** garu MLA, Bheemunipatnam, **Sri Vishnu Kumar Raju**-MLA-Visakhpatnam and **Sri L.V. Subrahmanyam** IAS (Retd.) Mg. Trustee, Sanathana Dharma Charitable Trust.

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