

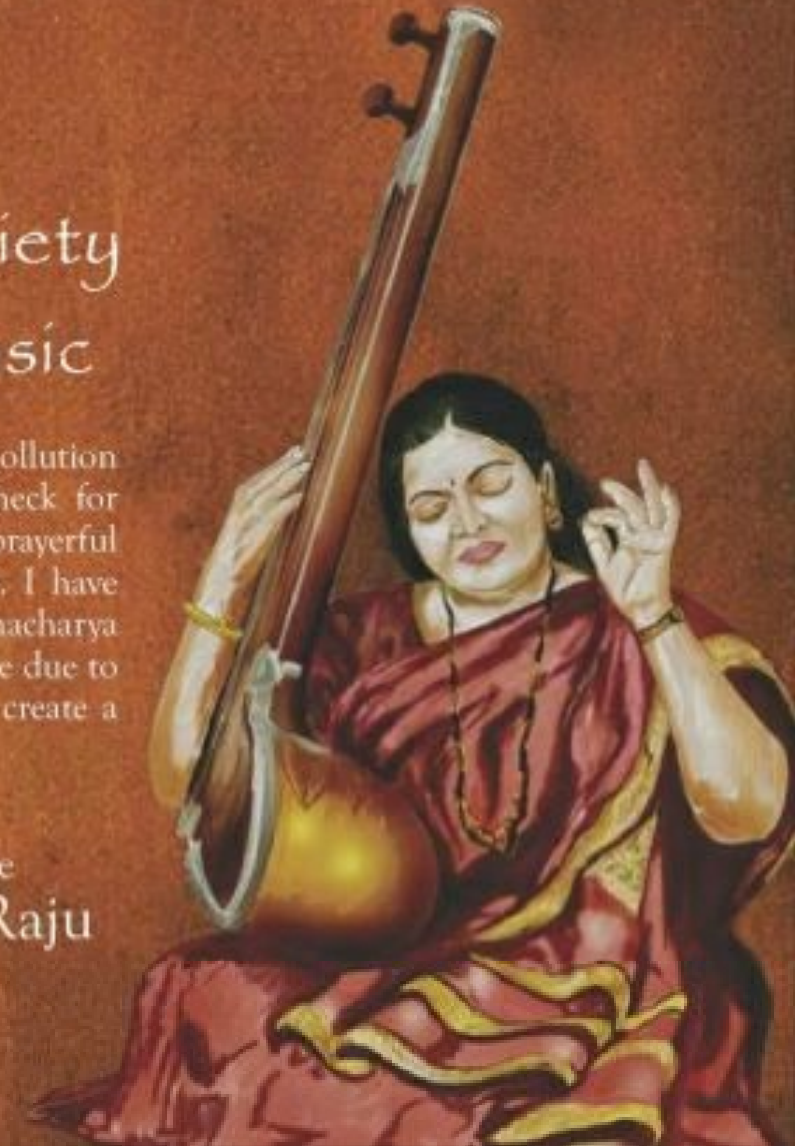
ॐ नमो नारायणाय



Service to the Society through Divine Music

We clean our houses, we clean roads, we have pollution checks for our automobiles. Do we have check for pollution created by wrong thoughts? My prayerful music is to wipe out that thought-pollution. I have adopted the powerful compositions of Annamacharya for this cause. All the disasters in the world are due to vibrations caused by wrong thoughts. Let us create a world of peace and love through divine music.

Padmasree Awardee
Dr. Shobha Raju





Concert for Tirumala Tirupati Devasthanams-2006

Dr. Shobha Raju's Personal Profile

- Born on : 30th November, 1955.
- Birth Place : Vayalpadu in Chittoor District, Andhra Pradesh.
- Mother : Smt. Rajyalakshmi, Shobha's first teacher in music.
- Maternal Father : Late Sri. W. Shankara Narayana Raju hailed from Cuddapah in A.P. He worked as Municipal Manager and was a violinist of great proficiency. All his sons were much into music performing in and around Cuddapah.
- Father : Sri. R. G. Narayana Raju, Retired Deputy Collector, Shobha's first spiritual Guru.
- Native Place : Tirumala Reddy Palle, Chittoor District.
- Education : B.A. with History, Economics & Music from Sri Padmavathi Women's College, Tirupati.
- Husband : Dr. S. Nanda Kumar, resigned the post of Project Executive in National Dairy Development Board to support Shobha's mission.
- Teachers in Music : Mr. Pullaiah, Mr. D. Seshagiri Rao, Mr. Pakala Munirathnam, Mr. Tirutani Krishnamuthy, Prof. Kalpakam, Dr. Nedunuri Krishnamurthy and Mr. Nethi Sreerama Sharma.
- Spiritual Masters : Her association with saints like Swami Chinmayanandaji, Swami Dayanandaji, Swamy Vidya Prakasanandaji, and Bhagawan Sri Satya Sai Baba reinforced her awakening towards spirituality. She used to sing *bhajans* and recite *Bhagvad Gita* during their discourses.



Receiving blessings from Bhagawan Sri Satya Saibaba after a concert at White Fields, Bangalore along with Padmabhushan Smt. P. Susheela in 1993



Singing in Swami Chinmayanandaji's Discourse



Singing in holy presence of Mata Amrithanandamayi's Program



Swamy Vidyaprakashanandaji releasing Dr. Shobha's cassette in 1988

Prarthana

Prayer for the Martyrs of Kargil War

Annamacharya Bhavana Vahini is among the foremost to honor the families of the Martyrs, Major. Padmapani Acharya and Lance Naik Ramachandrudu who sacrificed their lives in Kargil war for the sake of our country.

Dr. Shobha Raju inspires her students to be patriotic. Every August 15th and January 26th there is flag hosting at Annamacharya Bhavana Vahini.

Addressing the students she said, "Our patriotism should not be limited to cricket alone. We want India to win in cricket. But we forget patriotism when it comes to desi goods & culture. We must win over every one in culture. Culture is the mirror of the values, a country cares for."



FOR THE RESTORATION OF MOTHER INDIA'S BEAUTIFUL SMILE!
FOR THE VICTORY OF OUR SOLDIER BROTHERS!
FOR THE PEACE TO THE SOULS OF OUR MARTYRS AT KARGIL!



"Om Namo Narayanaya"

ANNAMACHARYA BHAVANA VAHINI, HYDERABAD
AND

SRI VENKATESWARA TEMPLE COMMITTEE
Eswarapuri, Sainikpuri Post

conduct a Special Programme

"PRARTHANA"

on "GURU PURNIMA", 28th July, '99

at Sri Venkateswara Temple, Eswarapuri, Sainikpuri Post.

Please join our prayers !



Honor to the family of
Major Padmapani Acharya



Honor to the family of
Lance Naik Ramachandrudu

Dr. Shobha Raju's Concerts for
National Integration and World Peace
Shanthi Sankeertana

"The series of bomb blasts in Hyderabad, Mumbai and other places are the results of religious ignorance. Love is the actual form of God. If we cannot love fellow beings we are not devotees."

Dr. Shobha Raju

Dr. Shobha Raju's songs made the audience to think. Her own compositions "Maa Amma Edustandi" (My mother India is crying with pain resulting from loss of her children) impressed the audience very much.
Eenadu, Feb 1st, 2009

ఆంధ్రప్రదేశ్ అధ్యక్షులు సదరి అధ్యక్షుడు గౌరవోత్తమ వా లోకారామ అధ్యక్షులు అవధి 315 వేద శాంతి సంకీర్తనం పేరుతో ఆంధ్ర ప్రదేశ్ రాష్ట్రకమిటీ దర్శనంపై త్పూర్ణ శాంతి సంకీర్తన శాంతి సందేశం. అంధ్రప్రదేశ్ అధ్యక్షుడు అధ్యక్షులు రీ య్ అధ్యక్షుడు సుధాకర్ రామారావు శాంతి సందేశం అందించారు.

Annamayya Gana Kokila, Dr. Shobha Raju gave a message of peace through Shanthi Sankeertana in which the President of IACR, Asifuddin Mohammad said that according to Islam, it is like killing entire humanity even if one person is killed."
Islamic Voice, Feb 16th, 2009

Islamic Voice.
Thursday 16-23, February 2009



Dr. Shobha Raju presenting Shanthi Sankeertana



Pastor Mr. Shanthi Sagar receiving the momento



Union Minister of HRD Smt. D. Purandharaeswari praised the compositions of Annamacharya which speak of harmony and lauded Dr. Shobha Raju's efforts of peace through music.



Buddha Bhikshu, Dharmu Keerthi Bhantho receiving the momento from Dr. Shobha Raju



The President of IACR, Asifuddin Mohammad receiving the momento from Dr. Shobha Raju



Audience attentively listening to Shanthi Sankeertana

Sankeertanaushadham

Therapeutic Music Program



... For the past one and half hours there has been temple atmosphere at Nizam's Institute. By the kind cooperation of Dr. Shobha Raju we could experiment the therapy of Divine Music here today and I am sure it has a tremendous effect...

We felt the positive effect of Dr. Shobha Raju's divine music now in this angle... I am sure we will be contributing to the field of medicine in this area with the cooperation of Annamacharya Bhavana Vahini, Hyderabad."

- Dr. Kakarla Subba Rao, Director,
Nizam's Institute of Medical Sciences, Hyderabad

She heals people through music

Shobha Raju is a household name in Andhra, especially in houses where music is part of everyday routine. And her name is synonymous with Annamacharya's *krutis*, some of the more popular being Sri Venkateswara Gata Malika, Annamayya Katha, Annamayya Krishna Ganam, Annamayhari Pada Nidhi, Annamayya Venkata Ganam, etc. Shobha Raju is, presently busy with her project on healing through music — Sankeertanaushadham. She will be performing along with her students at the Nizam's Institute of Medical Sciences on Thursday, March 23, for the 498th Annamacharya Aradhana Utsavam.

"In western countries," observes Shobha, "people visit psychiatrists to unburden themselves, to have someone to listen to their woes. If we listen to music, or sing, to express our grief, pain, there will be greater satisfaction, than by talking to others, or sharing our pain with others."



A believer in *lagna* and re-incarnation, Shobha was inspired by Vivekananda, Dayananda, Chintmayananda and Satya Sai Baba.. for an divine destiny according to her, guided her to where she is today.

When did Shobha realise that her music had healing powers?

"People who came to see my performances used to express that they felt transported to another world, felt the presence of God. Some used to tell me they forgot their agony. One lady especially came to each and every performance of mine, with flowers. She said she had once been absolutely depressed and suicidal. As she played one of my *consonas* on Annamayya's songs, she told me a feeling dawned on her that she must not give up. Another family told me that their young child, physically challenged, and irritable, had begun to clap for the first time, when she saw me singing on TV. Concerts transform energy — same as the energy of meditation. Annamayya's *sankirtanas* do have that spirit of betterment of society. So long as the recipient is open-minded one matter if he/she is a believer or not, there is a positive effect of music. Being a believer may be a plus point."

R UMAMAHESWARI

Deccan Chronicle, Friday, March 23, 2001

Annamayya keertans as healers of the sick

Kanaka News Service
March 23

It is a novel experiment to use the softness and rhythms of the music in sessions with the help of power of medicine to provide relief to the suffering patients, noted vocalist of Annamacharya Keertans Dr. Shobha Raju after a recital of her selected *keertanas* at NIMS today.

The therapeutic music recital was organised in conjunction with the 498th anniversary of Annamacharya by the NIMS and Annamacharya Bhavana Vahini.

Shobha Raju through her recitals of select *keertanas* tried to experiment with the natural tendency of the human body to



"The entire premises was serene and the audience were deeply absorbed in the recital."

The New Indian Express, Friday, March 23, 2001

About the Concert at Indo American Cancer Institute and Research Centre, Hyderabad

The patients, their relatives, the hospital staff and the guests were spell bound by the heartening rendition of Sankeertanas by Dr. Shobha Raju. No one moved till the end of the concert.

Andhra Prabha, Thursday, 26, October 2006

Music for the mind

The Department of Veterans Affairs is offering an innovative and unique program to help veterans with mental health issues. The program, called "Music for the Mind," is designed to help veterans with mental health issues by providing them with a safe and supportive environment where they can express their emotions and feelings through music.



Dr. Shobha Raju, a music therapist, is leading a group of veterans in a music therapy session. The veterans are sitting in a circle, and Dr. Raju is standing in the center, singing into a microphone. The veterans are looking at Dr. Raju and some are clapping along to the music.

"We identify people in dire distress - even cases given up by doctors - and arrange exclusive concerts of therapeutic and experience has been that they, get the much needed relief from suffering" - Dr. Shobha Raju

The Hindu, Friday, June 25, 2004



Concert of Dr. Shobha Raju at War Veterans Hospital, Knoxville, IOWA, USA in 2005

"It was surprising to watch a patient suffering from paralysis trying to join his hands and clap for the song of Dr. Shobha Raju. We all anxiously watched him. Ultimately he joined his hands and clapped"

Dr. Saraswathi, War Veterans Hospital, IOWA, USA



DEPARTMENT OF VETERANS AFFAIRS
Central Iowa Health Care System

Des Moines Division
3600 30th Street
Des Moines IA 50310-5774

Knoxville Division
1515 West Pleasant Street
Knoxville IA 50135-3399

In Reply Refer To: 636A6/00

September 14, 2001

Shobha Raju
112 Air Force Officers Coop Housing Society
VAYUPURI
Secunderabad 500 094(A.P.)
India

Dear Dr. Raju:

On behalf of the staff and patients at the VA Central Iowa Health Care System, I wish to express our sincere appreciation for your inspiring and enjoyable musical performance at our Knoxville Division. I am grateful to Dr. Battar for extending the invitation to you to make this unique experience possible for our patients, and I am very pleased that you would make the time in your busy tour schedule to perform for our nursing home patients. It was rewarding to see the wonderful response of the patients to your music. The therapeutic value and healing message in your music was very evident and clearly has universal appeal that crosses cultural boundaries.

Please also convey our thanks and appreciation to Mastan Wali, Ravi Shankar, and Paul Raj, the extraordinarily talented musicians who accompany you. With our thanks, we also extend our best wishes to you and your troupe for continued success on your tour through the United States.

Sincerely,

DC Cooper
DONALD C. COOPER
Director
VA Central Iowa Health Care System

Upashamana Sankeertana

Concerts for the Depressed



Concert in the Central Prison
Chanchalguda, Hyderabad



1200 Prisoners listening to
Dr. Shobha Raju with rapt attention

"I found so much of sensitivity in the prisoners who were in the prison due to the crimes they committed. Noble thoughts set to divine music can bring out the hidden goodness in them."

Dr. Shobha Raju

The "Musical Worship" rendered by Smt. Shobha Raju at the central Jail, Chanchalguda, was filled with devotion and love. She presented this programme with an aim to give consolation and solace to the prisoners and invoke social, moral and spiritual thinking among them. More than 1000 prisoners undergoing punishments for different crimes committed listened to Shobha Raju's melodious renditions. They expressed their respect and appreciation by reacting pleasantly to her questions. She also rendered songs of prisoners' choice.

Eenadu, December 1st, 1997

Shikshana

Training programs for students

Shobha Raju has trained around 18000 students till date (2016). Many of her students are now professional singers. She imparts training not only in music but also in human values, thus giving a greater direction to lives.

Her short term courses, particularly the summer camps entitled "Vesavi Vennela", are very popular and are followed by many other artistes.

"...Excelling even the qualified and seasoned teachers of music, she not only gave a gist of the emotional content of each composition, the raga and tala in which it is set, the essential intricacies of swara articulation in the particular scale of raga first and made the learners sing the lyrics with notation....for the uninitiated who thronged the venue, it presented a picture of a grand spectacle of sound rapport between the lone teacher and hundreds of the taught."

...THE HINDU, JUNE 14, 2004



Mahanagara Sankeertana

...singing along the streets

Mahanagara Sankeertana in capital

Hyderabad, March 26: The night (time) ahead and the great and best ahead. The Mahanagara Sankeertana... (text is partially obscured and blurry)



Devotees participating in the Mahanagara Sankeertana procession in Hyderabad.

In part of the celebration the... (text is partially obscured and blurry)

Hyderabad... (text is partially obscured and blurry)

The New Indian Express, Hyderabad, Monday March 27, 2006



विभिन्न भाषाओं में श्रवणाचार्य की महत्ता का ज्ञान

श्रवणाचार्य... (text in Hindi describing the significance of the poet and the event)

Swatantra Vaurtha, Hyderabad, Monday, 23 May 2005

Singing tributes to Annamacharya

By Suresh Krishnamoorthy

HYDERABAD, APRIL 2: The air was fresh early in the morning and the singers were enthusiastic. There was much cheer around as people passing by the Tank Bund went thoroughly enjoying the music.

But if you thought it was one of those rare numbers by pop, or rock stars you are mistaken. It was a tribute to poet-composer Annamacharya on the 450th "Anantashasthi" by Shobha Raja, founder-president, and students of the Annamacharya Bhavana, Vaidhi. The programme consisted of a procession from the Sri Venkateswara Temple in Chikka-pally to the Annamaya statue on the Tank Bund.

Delayed though it was by an hour and 45 minutes (it was scheduled to leave the temple at 5.30 a.m.), the procession itself was a colourful affair. Two statues of the Lord of the Seven Hills, his eldest devotee, and, of course, a smaller picture showing the saintly figure of Lord Ganesha, as drive away the evil forces were cradled on a decorated open-topped jeep.

The jeep was preceded by a modest number of devotees led by Shobha Raja with a "mangala," the stringed instrument used by Annamaya, Lord Balaji's devotee. There was a music



Photo: P.V. Srinivasan

troupe playing classical instrumental songs on the tabla and maddurams. The procession slowly started its way through Chikka-pally, Indra Park road and the Lower Tank Bund road before arriving at the statue.

While (music) was performed at the statue in the presence of Brahmanara Temple Society of Srikalahasti in Anantapur

district, the vocal choirs of the devotees moved in tandem with that of Shobha Raja.

She began with "Har Annamaya Na Annamaya," and went on to "Appari Varaprasadama Annamaya." It was short bliss for the devotees and they sang along. There were other popular songs like "Saranam" and "Bhadrana Kaligita Padana."

People passing by stopped their two-wheeled and the sound of running engines seemed to disturb the heavenly music.

However, the singers, gazing at the statue of Annamacharya and the portraits of Lord Balaji and Lord Ganesha, were least affected by this. They they were in divine contact.

The Hindu, Sunday, April 2, 2000

...singing along the streets

All students of ABV and devotees walk in procession from Sri Venkateshwara Temple, Chikkadpally to the statue of Saint Annamacharya on the Tankbund on the eve of every birth and death anniversary of Saint Annamacharya. They walk with decorated portraits of Sri Annamacharya and Lord Venkateshwara, singing Annamacharya Sankeertanas all along. This activity of ABV has a cleansing effect on the polluted atmosphere.



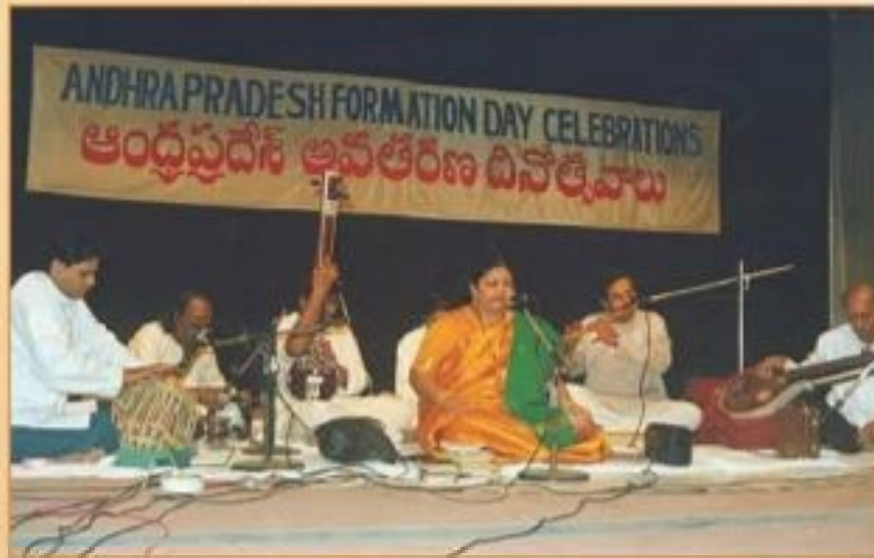
This tradition has been revised by ABV in 1987. Nagara Sankeertanas are conducted in Hyderabad, Vizag, Dwaraka Tirumala and also in foreign countries like USA, UK and Dubai.

Annamacharya Bhavana Vahini (ABV)

ABV is being shaped up as a Music University, which offers courses in Music with the combination of Yoga, Meditation, Naturopathy, Philosophy and Sanskrit. The University will offer human values-based training to the students and produce Saint Singers who in turn will render services through Music for the peace and harmony of the world.

All these well-thought over programs, which would make a better world, are undertaken by Annamacharya Bhavana Vahini, the brain child of Dr. Shobha Raju. The dedicated & efficient steering of this project by Dr. Shobha Raju is the major cause for the level of popularity that Annamacharya compositions have today.

The creative, analytical and innovative thinking and approach Dr Shobha Raju adopted for the propagation program of Annamacharya Compositions, has made a focus on the message he conveyed and made the community to realize the compositions to be very special.



Playback singer Sunitha singing
at Annamayapuram

Annamayyapuram

In recognition and appreciation of the remarkable service ABV has rendered, Government of Andhra Pradesh has allotted an extent of land to ABV at Madhapur, close to Hi-Tech City. ABV has brought out an auditorium, "Annamayya Sadanam" in the name of the saint, which is serving as the center for all the activities based on music, human values & spirituality, which help to build a healthy society. Training camps, festivals, concerts and many programs are conducted here which are very popular among people. The surrounding area of the project is named after the saint as "Annamayyapuram".



The First Postage Stamp of Annamayya

Dr. Shobha Raju made several efforts to get the approval of the Central Govt. for the release of the postal stamp of Saint Annamayya. Finally the stamp was released by the Postal Dept in 2004 at Annamayyapuram by the then Post Master General in a grand function. Dignitaries like the TTD Chairman, Sri. Adikeshavulu Naidu, the Postmaster General, Sri. N. Ramesh Kumar IAS and H.H. Chinna Jeer Swamy participated as respected guests.

National Music Competitions

Every year, youth are encouraged to sing various compositions in many national cultural competitions. These competitions send across the world a message of peace and love.

These events have attracted the participation of accomplished singers, who have made the concerts memorable.

The winners of these competitions are given attractive prizes like pure gold medals, Tamburas etc. that symbolize the ethnic music culture.



Audio & Video Programs

Shobha Raju's audio CDs are very popular. She directed a Tele serial entitled, "Sri Annamacharya" for which she contributed story, script, screen play, dialogues and music. This serial was commissioned by Doordarshan and was repeatedly telecast.

She appears almost on all the channels giving timely messages through music.



Stage Concerts

She presented around 6000 stage concerts so far in the country and abroad. People undergo a blissful experience listening to her concerts.

"What a voice? What a melody? What an incredible range? Above all devotion! That is Smt. Shobha Raju. Art can never die and it is in this context that Shobha's pioneering efforts to popularize Saint Annamacharya's compositions by doing research and garbing them with lilting tunes becomes praise-worthy. Shobha's stress on the lyrical and devotional essence of her compositions and recital proved that she had commendable success. Like an Ustad she gave innumerable flourishes."

-HINDUSTAN TIMES, NEW DELHI, MAY 1992





“Amrith Barsa...” - Atalji

Appreciation from
Hon'ble Prime Minister
Sri Atal Bihari Vajpayji
after the concert in New Delhi in 2001

Concert in the esteemed presence of
Sri Venkiah Naiduji,
Hon'ble Minister, Government of India -2016



Festivals

The birth & death anniversary of Saint Annamayya, the birth anniversary of Pedda Tirumalayya, Nada Brahmotsav (10 day-fest of music & dance), Guru Poornima and many other special events are conducted in a grand scale to enlighten & entertain people. Almost all Chief Ministers of Andhra Pradesh have participated in these programs.



Sri N. T. Ramamo Participating in Annamacharya Aradhana in 1985



Other performances at ABV by, Padmashree Dr. Shobha Naidu, Padmashree Dr. Ananda Shankar Jayanti and Dr. Alekhyia



Dr. Girha Reddy Participating in the Anniversary of Annamacharya Bhavana Vahini



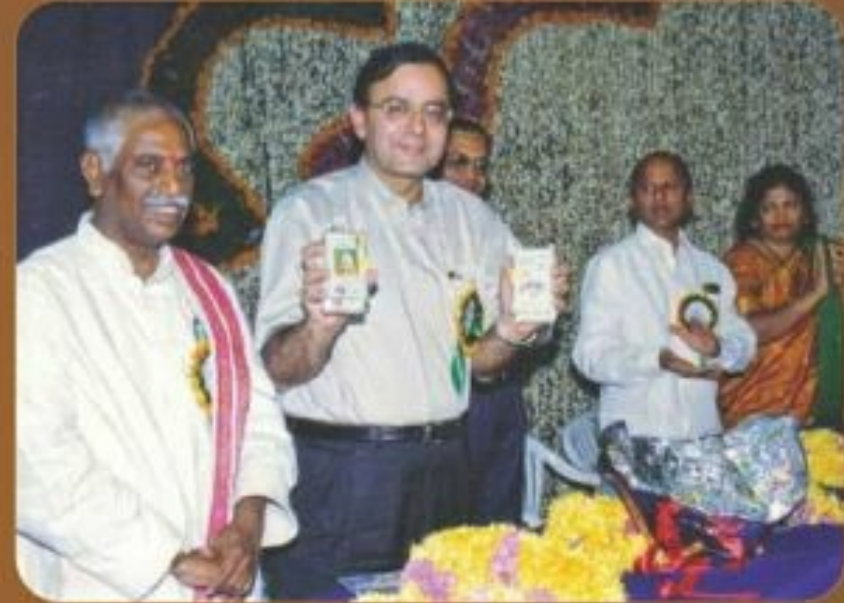
Hon'ble Minister,
Sri Bandaru Dattatreyaaji releasing
"Peda Tirumalayya Parichayam"
a book written by **Dr Shobha Raju**
in Peda Tirumalayya Jayanthi, 1999



Hon'ble Minister,
Sri Vidya Sagar Raoji
in the inauguration of "Annamayyapuram"

Annamacharya's Compositions in Hindi

Mr. Arun Jeitley, Union Minister for I & B releasing the audio album of Annamacharya's compositions translated in Hindi and rendered by Shobha Raju in 1999 in the "Composer of the Millenium Festival".



Mr. Arun Jeitley releasing the audio albumj

हिन्दी

दैनिकी मिलाप

ISSUE No. 1110 1999

अन्नमाचार्य संकीर्तन कैसेट 'हे वेंकटपतिराय' विमोचित

विशाल सुखरूपा एवं मंगलम उद्योग-वर्गी अन्नम वेंकटपति हिन्दी भाषा में अपने अनेकसंख्या में संकीर्तन के कैसेट को जारी करने हुए। साथ ही दैनिकी दैनिकी निकलने 100-वर्षी बरस के अवसर पर, दसम के सुखवर्षी में, 'मिलेना' पत्र एवं संकीर्तन संस्कृत कार्यालय द्वारा जारी हुई संकीर्तन संस्कृत जारी।

अन्नमाचार्य संकीर्तन कैसेट को जारी करने में अन्नम वेंकटपति हिन्दी भाषा में अपने अनेकसंख्या में संकीर्तन के कैसेट को जारी करने हुए। साथ ही दैनिकी दैनिकी निकलने 100-वर्षी बरस के अवसर पर, दसम के सुखवर्षी में, 'मिलेना' पत्र एवं संकीर्तन संस्कृत कार्यालय द्वारा जारी हुई संकीर्तन संस्कृत जारी।

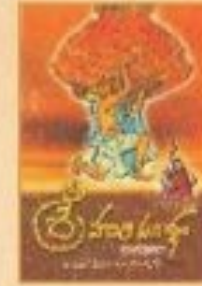
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Daily Hindi Milap, Hyderabad, Monday, December 27, 1999

Sahitya Sadassulu (Literary Discourses)

Literary discourses & seminars are organized in which many a scholars participate.



Publications

Sripadartham, Pedda Tirumalayya Parichayam, Annamayyapuram, Annamayya Gupta Sankeertana Dhanam etc.



Annamayya.org

Annamayya.org is the first exclusive website, launched in 2001. It is based on the life and teachings of Annamayya. It describes the services offered by Annamacharya Bhavana Vahini, an organization founded by Dr. Shobha Raju.



Multi-faceted Personality

WRITER: Dr. Shobha Raju is also a very good writer. She has penned many stories and articles which were published by the popular magazines and papers like Andhra Prabha, Swathi, Andhra Bhoomi etc. She is also the author of a few booklets like "Sripadartham" (Commentaries to Annamayya Compositions), "Pedatirumalayya Parichayam" etc.

POETESS: She has been composing many songs and poetry pieces right from her childhood. She always responded to every good and bad situation and happening in the society and expressed her views through her compositions with an intension of bringing about a positive awareness. Her compositions are bought out into audio albums by different audio companies and temples.

ORATOR: She is much sought after person as a guest to various functions and her speeches are very well appreciated.

Music Composer: Dr. Shobha Raju has been a well acclaimed music composer. Different audio companies have brought out her albums for which she herself set the music. She is also the music director for the Tele serial "Sri Annamacharya".

She is the Director of many video programs, including the Tele serial "Sri Annamacharya". She is an organizer of many events and festivals. A teacher of unique & effective methods.



Contribution to Tirumala Tirupati Devasthanam

- ❖ First person to have received scholarship from Tirumala Tirupati Devasthanams' (TTD) Scholarship (1976) to study Annamacharya's compositions
- ❖ Exclusively propagated Annamacharya's compositions, as the first artiste to do so in 1978
- ❖ Rendered remarkable services and contributions to the Annamacharya Project from 1978 to 1982
- ❖ Wrote and set to music "Annamayya Katha", a musical feature based on the life of Saint Annamayya, brought out as a record by HMV in 1980
- ❖ Created the audio album, "Venkateswara Geeta Malika", a musical sensation, and particularly popular across the Telugu community all over the globe, that enhanced awareness of the rich literary and music legacy of Annamayya
- ❖ Composed the first ever songs in Telugu Literature, and is an inspiration to most South Indian composers after her
- ❖ Presented 'Suladi', a rare composition of Annamayya, in the Music Academy of Madras during research with Prof. S. R. Janaki Raman in 1979
- ❖ Recorded around 60 compositions of Annamayya, for which Mrs. M. S. Subbalakshmi created LP records
- ❖ Contributed notations to Annamayya's compositions in the monthly magazine of TTD
- ❖ Organized numerous stage concerts
- ❖ Conducts ongoing classes for thousands of students to learn



A precious contribution

Dr. Shobha Raju recorded 60 compositions of Annamacharya and sent them to Mrs. M. S. Subbulakshmi from which M. S. S. selected compositions to render for Balaji Pancharatna Mala.

THE HINDU

Online edition of India's National Newspaper, Friday, Sep 15, 2006
Friday Review Chennai and Tamil Nadu

...Amma learnt many compositions from great stalwarts such as Papanasam Sivan, T.L. Venkatarama Iyer, Mazhavarayamendal.....

"Naanatti Bratuku," an Annamacharya composition, was learnt from Shobha Raju, a young singer of Hyderabad.



Mrs. M. S. Subbulakshmi

A few of many prizes she won as a student

- ❖ First Prize in Inter University Music Competition held at Tirupati In 1971
- ❖ First Prize in Light & Film Music in State Level Competitions held by Kalidas Kala Niketan, Gudur in 1973
- ❖ First Prize in National Level, Inter University Competitions held in Chandigarh, Punjab University in 1975
- ❖ First Prize in State Level Hindi Film Music Competition conducted by "Nefja", Nellore In 1977

First Recorded Disc

- ❖ Annamacharya Sankeertanas at the age of fourteen in the music direction of Sri Saloori Rajeshwara Rao -1972.

All India Radio

- ❖ Became the auditioned artiste of AIR when she was in the Intermediate

First Scholarship of Tirumala Tirupati Devasthanam

- ❖ Was awarded to Shobha Raju in 1976 to study Annamacharya Sankeertanas and to set a trend to popularize Annamacharya Sankeertanas



H.H. Sri Swaroopanandendra Mahaswami Varu blesses Dedication Day

(36th Anniversary of Annamacharya Bhavana Vahini, Hyderabad)



Swami varu visiting the temple at Annamayyapuram.
The World's first temple where Annamayya & Lord Venkateshwara are in one Sanctum.

" Shobha Raju's remarkable talent & efforts are the centre point for the melodious Annamacharya Sankeetanas now we are hearing popularly.

.....Sharada Peetam will always be ready to support her"



Few Titles Awarded

- ❖ "Outstanding woman award" from the former Chief Minister, Late Sri. Rajasekhar Reddy at Gandhi Bhavan, Hyderabad on the eve of Mrs.Indira Gandhi's Birth Day in 2009



- ❖ ANR's "Suarna Kankanam" in September 2007
- ❖ "Annamayya Amritha Dhara" by the Telugu Association of Minnesota, USA in May 2007
- ❖ "Gana Gangaa Tarangini" by The Kansas City Indian Community, Kansas, USA in September 2005
- ❖ "Annamayya Ganamruthavarshini" by The Bay Area Telugu Association, San Francisco, California, USA in September 2005
- ❖ "Abhinava Annamayya" by The Telugu Association of North Texas, Dallas, TX, USA in September 2005
- ❖ "Gana Kokila" Mr. Brad Henry, then Governor of Oklahoma, OK, USA in September 2005
- ❖ "Asthana Vidhuwan" by The India Cultural Center & Temple, Inc. Memphis, TN, USA during their Kumbhabishekam in June 2005
- ❖ "Asthana Vidhishi" of Sri Venkateswara Swami Vari Deavasthanam of Dwaraka Tirumala (Chinna Tirupati) with the title "Sankeertana Tapaswini" in 2005 - recognized for her dedicated service to the cause of Annamayya
- ❖ "Sankeertana Choodamani" at the American Telugu Association [ATA] Biannual Conference, Chicago, USA in 2004
- ❖ NTR Trust's "Outstanding Woman Award" in the field of music in 2004
- ❖ Honorary Doctorate from Potti Sriramulu Telugu University, Hyderabad in 2000

Dedication Day (Anniversary of ABV)

Sri. Ajay Kallam

The Chief Guest in Dedication Day (Anniversary of ABV), 2018



Sri. Kalyan Malik, Music Director

Sri. Hari Ram Jogiah



Padmasree Award - 2010

- ❖ "Soul of Annamayya" by North America Telugu Association-2015
- ❖ "Hansa" award from Govt of Andhra Pradesh - 2013
- ❖ "Sankeertana Praveena" by the Telugu Kala Samithi, Kuwait in 2000
- ❖ "Smt. Ravuri Kanthamma Bharadwaja Award" in 1999
- ❖ "Shri Magunta Subba Rami Reddy Memorial Cultural Award" by the Delhi Telugu Sangam in 1997
- ❖ "Alluri Sita Rama Raju Youth Talent Award" by Sri Atal Behari Vajpayeeji in 1996
- ❖ Honored by Sri. P. V. Narasimha Rao, former Prime Minister of India on behalf of Andhra Pradesh Kala Vedika of Hyderabad, during the Seminar, National Integration - Role of Music in Dec ember 1995
- ❖ "Ugadi Puraskar Award" by Madras Telugu Academy in 1994
- ❖ "Andhra Lalitha Kala Academy's Silver Jubilee Award" in 1992
- ❖ "Paidilakshmaiah Merit Award" by the Paidilakshmaiah Trust in 1985
- ❖ "Annamayya Pada Kokila" by the Telugu Association of North America in 1989

Dr Shobha Raju was nominated as

- ❖ Member of the Program Committee of South Zone Cultural Center, Tanjore
- ❖ Member of the Program Committee of South Central Zonal Cultural Center, Nagpur
- ❖ Advisor for Annamacharya project of Tirumala Tirupati Devasthanam (TTD) in 1992
- ❖ Member of the South Zone Cultural Centre (SZCC) by Govt. of India in 2006
- ❖ Member of Advisory Committee, Indian Council for Cultural Relations (ICCR) by Govt. of India in 2006

Tours Abroad

- ❖ Exclusively at India Center, Memphis, TN, U.S.A, for the inauguration of Sri Venkateshwara Temple
- ❖ Telugu Maha Sabhalu, organized by European Telugu Association (ETA), UK in 2009
- ❖ Occasion of 601 Annamayya Jayanthi at Sri Venkateswara Temple, Birmingham, UK in 2009
- ❖ For 600 Annamayya Jayanthi
 - ❖ Nairobi, Kenya in 2009
 - ❖ Birmingham, UK in 2008
 - ❖ New York, USA in 2008
 - ❖ Dubai in 2008
- ❖ USA and Canada in 2007
- ❖ Telugu Association of North America (TANA) at Detroit, MI and other cities in 2005
- ❖ in American Telugu Association (ATA) at Chicago, IL in 2004
- ❖ Telugu Association of North America (TANA) at Philadelphia, PA and toured extensively in US spreading the musical message of Saint Annamayya in 2001
- ❖ KUWAIT in September 2000
- ❖ Telugu Association of North America (TANA) at New York, U.S.A, and toured extensively presenting 32 concerts in 1993
- ❖ 3rd World Telugu Conference and other occasions at Mauritius in 1990
- ❖ Telugu Association of North America (TANA) at Houston, TX, U.S.A, -toured all over the United States and presented about 25 concerts in 1989

"Mrs. Shobha Raju who was the first to join the TTD project has been doing excellent service even out of the project through her efforts Annamacharya Bhavana Vahini. Endowed with a sonorous voice, Shobha Raju presented an impressive variety of Annamacharya Keertanas which included devotional ,amorous and folk tunes"

-April 24th 1995 - Deccan Chronicle.

"In south India, the very same characteristics of melody and devotion, evoke images of a million voices steeped in deep devotion and a matching stage presence of Shobha Raju. Molding herself in the very image of the saint composer of the fifteenth century....Shobha decided on the path of devotion her life's mission"

-January 23rd 1996 - Femina

"Variously described and praised by many speakers as Abhinava Meera and a present day Vaggeyakarini, Shobha Raju enthralled a packed audience. Throughout the concert she exuded the navarasas in her rendering much in the mould of the saint composer, reliving the emotions and feelings as he might have been through when he first composed them. One tends to empathize with the depth and intensity in her sonorous and soulful rendering"

- August 5th 1997 -AP Times

"The 'musical worship' rendered by Smt. Shobha Raju at the central jail, Chanchalguda was filled with devotion and love. she presented this programme with an aim to give consolation and solace to the prisoners and to invoke social, moral and spiritual thinking among the prisoners. More than 1000 prisoners including naxalites and others who were undergoing punishments for the different crimes they had committed, listened to Smt. Shobha Raju's melodious, devotionals peacefully with devotion and discipline. They expressed their respect and appreciation by reacting pleasantly to Smt. Shobha Raju's questions. She also rendered songs of prisoner's choice

-December 1st -Eenadu

"Great performance..Annamacharya Sankeertanas rendered by Smt. Shobha Raju left the audience spell bound and asking for more. Such is the spell cast on the listener by them that they appeal both to the enlightened as well as the layman.

-december 27th 1999 -the Hindu

The mention of Annamacharya Sankeertanas instantly reminds the name of Smt. Shobha Raju to music lovers. she has settled in the hearts of Telugu listeners to a meta-physical world where one can forget oneself. She is the trendsetter for rendering Annamacharya Sankeertanas and the trend has become very popular"

-May 11th -India Today

"Smt. Shobha Raju, a Vaggeyakarini and the founder President of Annamacharya Bhavana Vahini, Hyderabad, India, enthralled the audience with her mellifluous voice and enchanting renderings of Annamacharya. The Indian embassy auditorium was fully packed. The Indian Ambassador Prabhu Dayal praised Shobha Raju for her extraordinary talent and committed service. In recognition of her contribution and service to the cause of Annamacharya Sankeertanas, the Telugu Kala Samithi of Kuwait conferred on her the title "Sankeertana Praveena"

-September 20th 2000- Kuwait Times, Kuwait

"In the millennium festival organized by government of Andhra Pradesh at Necklace road in Hyderabad, the highlight of the evening was the "Ganam" by the Annamacharya Sankeertanas fame Smt. Shobha Raju, who is set to release first Hindi audio cassette of the keertanas. The saving grace of the evening, she presented numbers, which are well known and are usually on the lips of every music lover. The ever-smiling singer began with "Ganapathi sthuthi" and went on to render six more songs...the audience expressed their appreciation by loud clapping"

-January 3rd 2000 -The Hindu

Vision for the future

The university of divine music

When good work has been done, recognition naturally follows. It has now taken the shape of a sprawling music university in the making, one that promises to add to the topological delight at Madhapur. The government of Andhra Pradesh had gifted two acres of land for the cause, thanks to the diligence with which Shobha Raju pursued her goal. With the university's value based training, we can now expect more singers who will take up the cause of restoring peace and harmony through music. Students from all over the country will soon be welcome to join this mission with hostel facilities coming up at the site.



Proposed layout of Temple cum Auditorium and Spiritual Research Center of
Annamacharya Bhavana Vahini, Hyderabad

How you can help

Eradicating thought-pollution through divine music

At Annamacharya Bhavana Vahini, we dedicate ourselves to serving the society and creating a peaceful and harmonious world, through Dr. Shobha Raju's unique concept of 'Eradicating thought-pollution through divine music'.

Our motivation is to achieve this by helping create

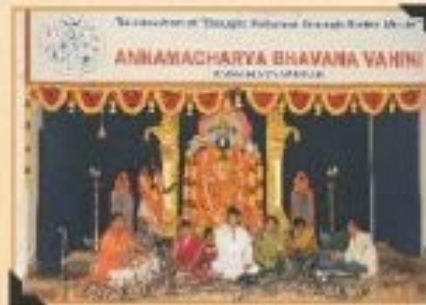
- ❖ a better individual
- ❖ a better society
- ❖ a better country
- ❖ and finally, a better world

We look forward to your support in any way as connoisseurs, devotees and philanthropists to realize our dreams!

You can



Volunteer your time
at ABV



Participate in ABV events
and cultural activities



Contribute financially to
support the Music University



Spread the awareness of
Annamacharya and his works

ABV Alumni

The students of Annamacharya Bhavana Vahini have formed ABV alumni to carry the Divine Mission of Dr. Shobha Raju.





Honor by Dr. Akkineni Nageswari Rao
Dr. C. Narayana Reddy is also present



Briefing the former Prime Minister
about Annamacharya Bhavina Vahini



Nagara Sankeertana



Annamacharya's death anniversary
former Chief Minister N. Janardhan Reddy
and the founder chairman
Sri. K.V.K. Raju participating



Foundation for the music university
of ABV Chinna Jeyar Swamiji
blessed the occasion



Sri Arun Jaitley, Union Minister
releasing the cassette of Annamacharya
Sankeertana in Hindi



'Sankeertanaushadam' a therapeutic
program of divine music at
Nizam's Institute of Medical Sciences



Audience following the instructions
in the concert of 'Sankeertanaushadam'



Celebration of Saint Peda Tirumalacharya's
Jayanthi



Dr. Ranga Rajan, Governor of A.P in
Annamacharya Jayanthi



Sri N.T. Rama Rao in
Annamacharya Vardhanti
Sri. G. S. Raju, the second Chairman,
ABV handing over the donation



Festival at the site allotted to ABV
at Madhapur



After a concert with the president of India
Dr. Neelam Sanjeeva Reddy



Honor by Sri. N.T. Rama Rao



Honor by Sri. Venkata Raman
President of India



Honor by Sri. Shankar Dayal Sharma
President of India, Sri. Krishna Kanth
the then Governor of A.P is also seen



On a Concert



Concert for prisoners in Central Prison
Chanchalguda



Blessings from Bhagwan
Sri Satya Sai Baba



Doctorate from Sri. Ranga Rajan
Governor of A.P

Saint Annamacharya

Renditions of ultimate devotion



Annamacharya, also known as Annamayya was born in 1408 in Tallapaka, a little hamlet in Cuddapah. Even as a playful child, his love for the 'Lord of Seven Hills' was overwhelming. Needless to say, he found it difficult to concentrate on mundane things. He composed 32,000 *sankertanas* (devotional songs) dedicated to Lord Venkateswara. They portray the saint's feelings in a lucid style, with anecdotes from day to day life. Some of them are etched with *stringara nata* and many of them with a social message. They have an endearing charm about them for their sheer simplicity and the use of colloquial language of the times.

And re-weaving the timeless magic of these compositions time and again, is Dr. Shobha Raju whose sole aim in life is to promote Annamacharya's works. She has chosen the medium of divine music for she believes that it is the fidelity in these chants that can purify a world polluted with negative thoughts.



Village of Tallapaka



Annamacharya Sankertana
on Copper Plate



Sankertana Bhandaram



Annamacharya Bhavana Vahini

Eradication of thought pollution through divine music

Sy. No: 42, N A C Road,

(On the way to HITEX),

Annamayyapuram, HYDERABAD - 500 084, TN, INDIA

Mob. No: 9848024042

e-mail: info2annamayya@gmail.com

web : annamayya.org