

# BHISHMA AWARD



**Sri D.V.S. RAJU**

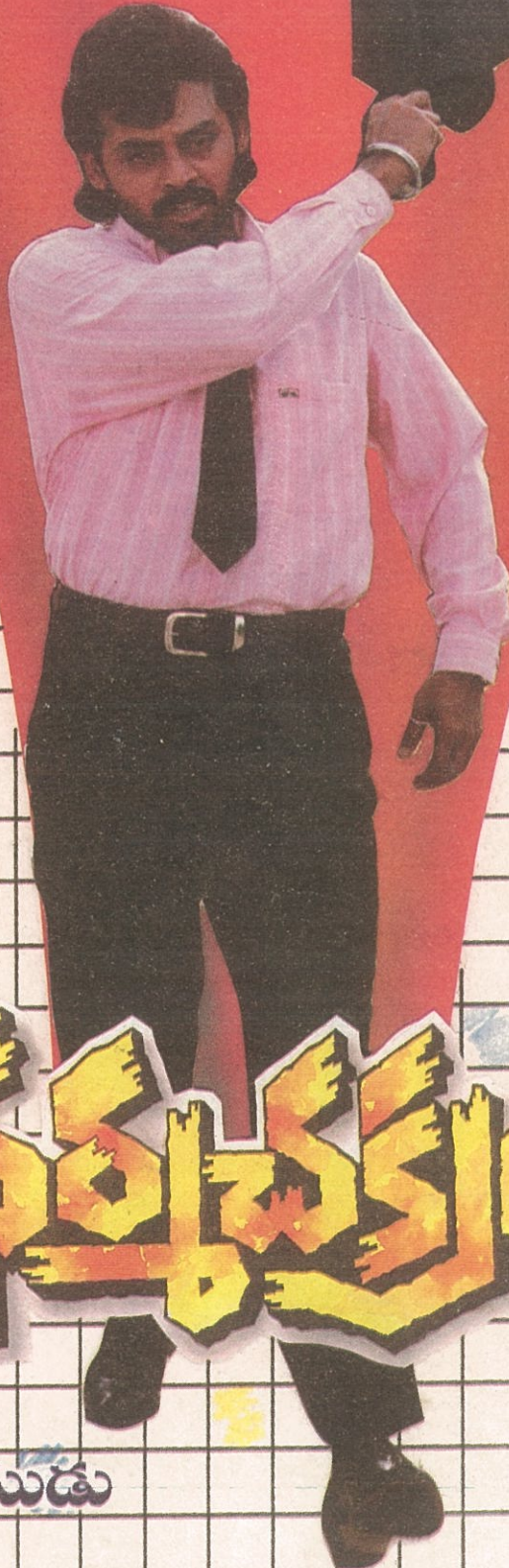
conferred by

**SOUTH INDIAN FILM CHAMBER OF COMMERCE**

MADRAS



సురేష్ ప్రొడక్షన్స్



# కామక్షయం

డి. రామానాయుడు

సురేష్ కృష్ణ

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on the happy occasion of  
awarding **"BHISHMA"** award

To

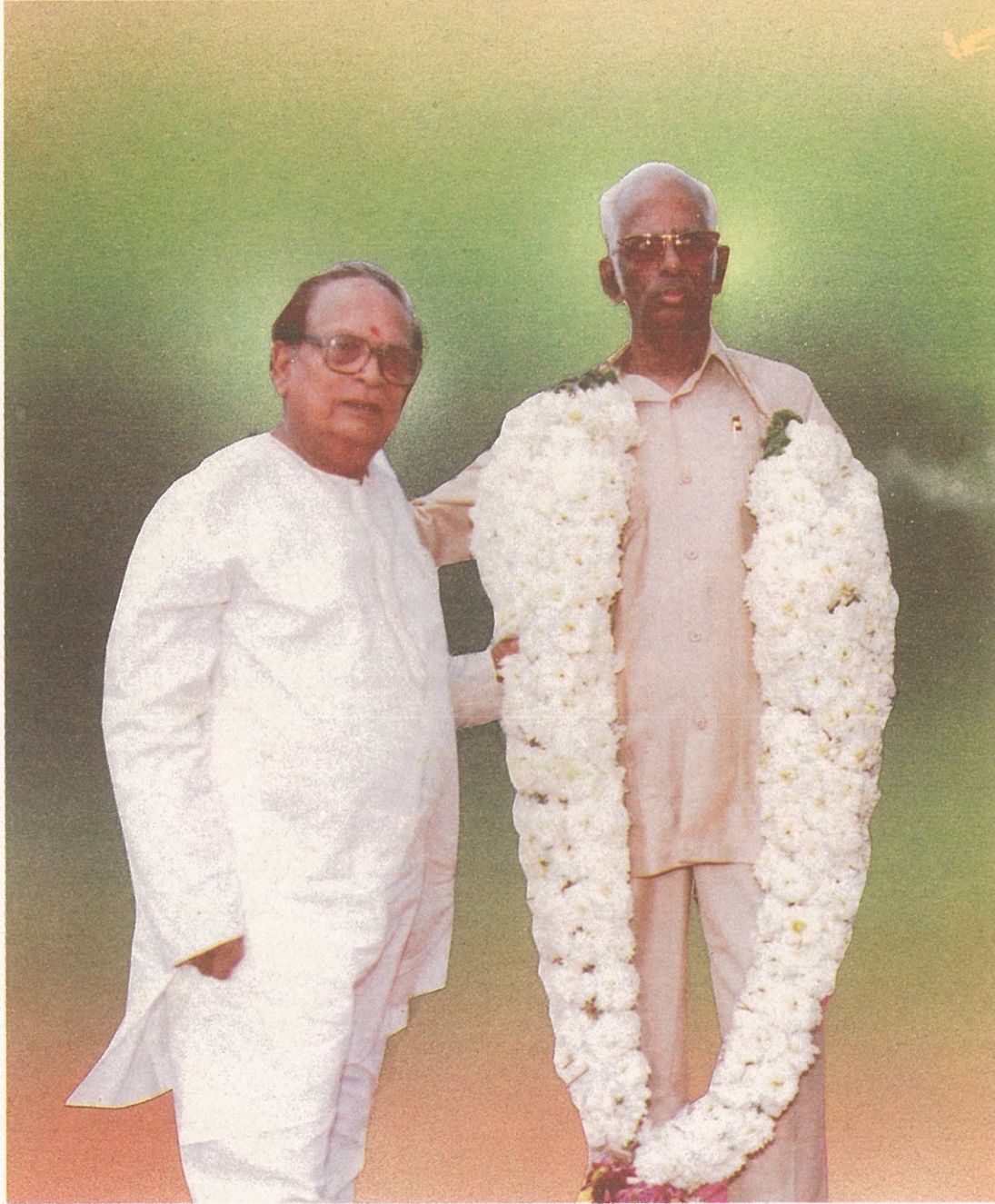
Sri. **DVS. RAJU**

by

**SOUTH INDIAN FILM CHAMBER OF COMMERCE**

SWP

**ఆయన వాక్కు మాకు వేదవాక్కు  
ఆయన సలహా మాకు శిలాశాసనం**



**అల్లు రామలింగయ్య  
అల్లు అరవింద్**

అల్లు

పరిశ్రమలో భిష్టాచార్యుల వంటి, డి.వి.యస్.రాజు గారికి శుభాభినందనలు.

యువరత్న  
బాలకృష్ణ  
నటించు



చందమామ విజయా  
కంబైన్స్

# అర్జున విజయం

నిర్మాత బి.వెంకట్రామరెడ్డి

శ్రీనాథ-చిత్రకళ్యాణం సింగీతం శ్రీనివాసరావు



*With Best Wishes*

*From*

**Dr. Sr. Rm. Ramanathan**

To

**Shri D.V.S. Raju**

**On the occasion of  
conferment of "Bhishma" Award**

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“అజాతశత్రు”

నేడు ఫిలిం ఛాంబర్ వారి విశిష్ట అవార్డు

“భీష్మ”

అందుకుంటున్న సందర్భంలో

శుభాకాంక్షలు !



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-తిరుపతి-

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'భీష్మ' అవార్డు అందుకుంటున్న శుభసందర్భంలో  
మాశుభాభినందనలు

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అందరికీ ఆపుడు, అజాతశత్రువు శ్రీ డి.వి.ఎస్.రాజుగారు  
'భీష్మ' అవార్డు అందుకుంటున్న శుభసందర్భంలో మా శుభాకాంక్షలు.



**జస్టిస్ చౌదరి**



**వక్త్రకి ఆవాజ్**



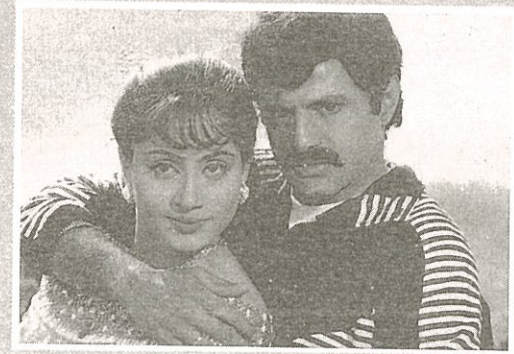
**జమ్మెరాజా**



**రగిలే జ్యాల**



విజయలక్ష్మీ ఆర్ట్ మూవీస్



**రాడి ఇన్స్పెక్టర్**



**ఫెటిరుద్రయ్య**



**కొండవీటి దొంగ**



**మొనగాడు**

**ప్రోడక్షన్ నెం.20**

నిర్మాత: టి.తివిక్రమరావు M.A.

దర్శకత్వం: రవిరాజాపినెట్టి



**చిరబ్బలి సింహం**

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**‘భీష్మ’**

బిరుదును అవార్డుగా అందజేయడం ఎంతో ఆనందదాయకం. అభినందనీయం. అందుకు దక్షిణ భారత చలనచిత్ర వాణిజ్యమండలికి అభినందనలు.

ఇట్లు

**V. దొరస్వామిరాజు MLA**

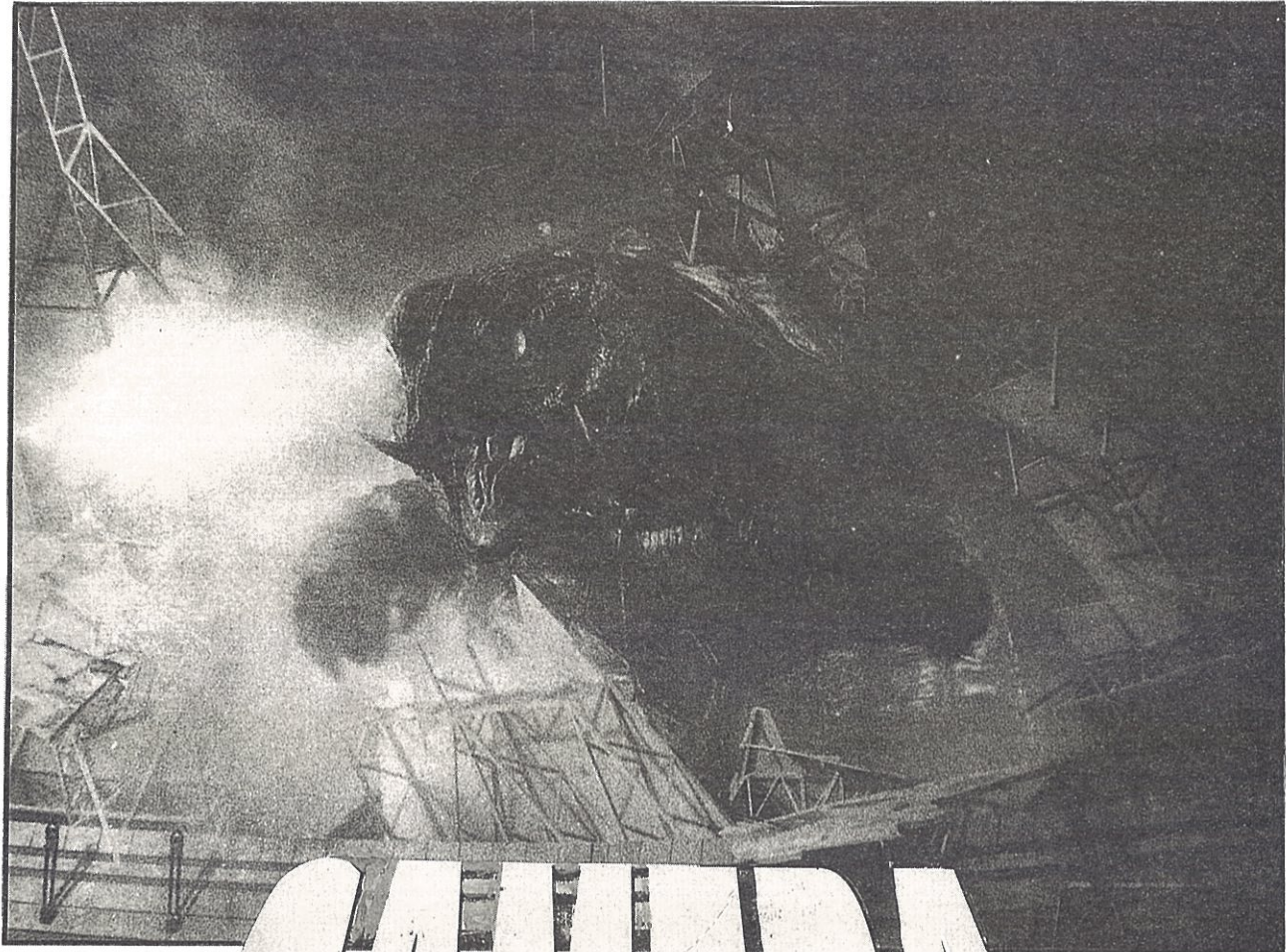
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**A.K. ANTONY**  
CHIEF MINISTER

**THIRUVANANTHAPURAM**  
August 26, 1995

### **MESSAGE**

I am glad to learn that the South Indian Film Chamber of Commerce, Madras, is bringing out an excellent and informative souvenir in connection with the grand function being arranged to honour Shri. D.V.S. Raju with the 'Bhishma' Award in recognition of his outstanding contributions to the Indian Film Industry.

I take this opportunity to congratulate Shri. D.V.S. Raju, the doyen of Indian Film Industry, on his winning the award.

I congratulate the South Indian Film Chamber of Commerce in their earnest effort to honour merit.

**A.K. ANTONY**



**D. Rama Naidu**  
**Film Producer**

**Plot No : 29, Film Nagar**  
**Co-operative Housing Society,**  
**Jubilee Hills,**  
**Hyderabad - 34**  
**Phones : Off : 238797 / 248787**  
**Res : 238258**

**August 28, 1995**

**Message**

Ten years is a decade.

Forty years is a generation.

Sri. D.V.S. Raju, doyen of Film Industry of India - has in his generation of service, deserves much more gratitude by the Industry, than what is extended.

His selfless and efficient service may light the torch of devotion and dedication for the younger generation towards Industry.

May his tribe increase.

D. Rama Naidu



## ಸಂದೇಶ

ಶ್ರೀ ಡಿ.ವಿ.ಎಸ್. ರಾಜು ಅವರು ನನ್ನ ಪ್ರಥಮ ಚಿತ್ರ “ಬೇಡ ಕಣ್ಣಪ್ಪ” ಚಿತ್ರದ ಭಿತ್ತಿಪತ್ರಗಳ ಮುದ್ರಕಾದ ಮದ್ರಾಸಿನ “ಸಿನಿ ಲಿಥೋ ವರ್ಕ್ಸ್”ನ ಮಾಲೀಕರಾಗಿದ್ದಾಗಿನಿಂದಲೂ ಪರಿಚಯ. ನಂತರ ಎನ್.ಟಿ.ಆರ್. ಸಾವಿತ್ರಿ ಮುಂತಾದ ಪ್ರತಿಷ್ಠಿತ ತಾರಗಳನ್ನು ಪ್ರಮುಖ ಕಲಾವಿದರನ್ನಾಗಿಸಿ, ಉನ್ನತ ಮಟ್ಟದ ತೆಲುಗು ಚಿತ್ರಗಳ ನಿರ್ಮಾಪಕರಾದಾಗ ವಾಹಿನಿ ಸ್ಟುಡಿಯೋದಲ್ಲಿ ಆಗಾಗ್ಗೆ ಭೇಟಿ, ಆತ್ಮೀಯ ಉಭಯ ಕುಶಲೋಪ, ಅವರ ಕಾರ್ಯನಿಷ್ಠೆ, ದಕ್ಷತೆ, ತತ್ಪರತೆ ಮತ್ತು ಶಿಸ್ತನ್ನು ಸನಿಹದಿಂದ ಕಂಡಾಗ ಅವರಲ್ಲಿ ಗೌರವ ಭಾವನೆ. ಚಿತ್ರರಂಗದ ಏಳಿಗೆಯ ಬಗ್ಗೆ ಸದಾ ಚಿಂತಿಸುತ್ತಿದ್ದ ಇವರು ದಕ್ಷಿಣಭಾರತ ಚಲನಚಿತ್ರ ವಾಣಿಜ್ಯ ಮಂಡಲಿಯ ಕಿರಿಯ ಸದಸ್ಯನಾಗಿ ದುಡಿಯುತ್ತಾ, ಆ ಮಂಡಲಿಯ ಅತ್ಯುನ್ನತ ಸ್ಥಾನಕ್ಕೆ ಅನೇಕಬಾರಿ ಆರಿಸಿಬಂದಿದ್ದು, ಅವರ ನಿಸ್ವಾರ್ಥ ಸೇವೆಗೆ ಸಾಕ್ಷಿ. ಭಾರತ ಸರ್ಕಾರ ಇವರನ್ನು 1980ರಲ್ಲಿ “ರಾಷ್ಟ್ರೀಯ ಚಲನಚಿತ್ರ ಅಭಿವೃದ್ಧಿ ನಿಗಮ”ದ ಅಧ್ಯಕ್ಷ ಸ್ಥಾನಕ್ಕೆ ಆಯ್ಕೆ ಮಾಡಿದ್ದು, ಇವರ ಪ್ರತಿಭೆಗೆ ಸಾಕ್ಷಿ!. ಇವರು ಅಧ್ಯಕ್ಷರಾಗಿದ್ದಾಗ ಇಡೀ ವಿಶ್ವವನ್ನೇ ವಿಸ್ಮಯಗೊಳಿಸಿದ “ಗಾಂಧಿ” ಚಿತ್ರ ನಿರ್ಮಾಣವಾಗಿದ್ದು ಪ್ರತಿಯೊಬ್ಬ ಭಾರತೀಯನೂ ಹೆಮ್ಮೆಪಡಬೇಕಾದಂಥ ಸಾಧನೆ. ಯಾವ ನಿಟ್ಟಿನಿಂದ ನೋಡಿದರೂ ದಕ್ಷಿಣಭಾರತ ಚಲನಚಿತ್ರರಂಗದ “ಭೀಷ್ಮ” ಇವರೇ! ಇಂಥವಿಗಿಂದು ಅವರಿಗೆ, ಅವರ ಸೇವೆಗೆ ಅನ್ವರ್ಥವಾದ “ಭೀಷ್ಮ” ಪ್ರಶಸ್ತಿ ದೊರಕುತ್ತಿರುವುದು ಅಭಿನಂದನೀಯ. ನಮ್ಮ ಚಿತ್ರರಂಗಕ್ಕೆ ಅವರ ಅಮೋಘ ಸೇವೆ ಇನ್ನೂ ನೂರ್ತಾಲ ದೊರಕಲಿ ಎಂದು ಈ ಶುಭಸಂದರ್ಭದಲ್ಲಿ ಆ ಪರಮಾತ್ಮನನ್ನು ಪ್ರಾರ್ಥಿಸುತ್ತೇನೆ.

## Message

It gives me great pleasure that our South Indian Film Chamber of Commerce has fixed the date for honouring our revered leader, Shri. D.V.S. Raju Garu, a doyen of the Indian Film industry, with the prestigious 'BHISHMA' Award. He is a magnificent and towering personality of the Indian film industry and offers his guidance to everyone in the industry irrespective of the cadre to which one belongs. He is a source of inspiration for the younger generation to emulate.

On behalf of the members of the South Indian Film Chamber of Commerce, and on my own behalf, I wish Shri D.V.S. Raju Garu, a long and healthy life to enable him to continue to serve the Indian film industry in general, particularly the South Indian film industry. I also wish him more and more laurels in the years to come.

**P.V. Gangadharan**  
*President, SIFCC*

G.V.

*G. Venkateswaran*

Chairman & Managing Director

MESSAGE

G.V

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"It gives me great pleasure to know that a Commemorative Souvenir to mark the yeomen services rendered by Mr. D.V.S. Raju to the film industry for the last four decades had been brought out. It is difficult to find yet another person who has rendered such valuable and selfless service to Film Industry. I particularly acknowledge the great effort put in by Mr. D.V.S. Raju in keeping the South Indian Film Industry together, despite various efforts to disintegrate the same. I sincerely wish that his services are recognised by Government of India and he be bestowed with Dada Saheb Phalke Award for his outstanding contribution to the Indian Film Industry".

Sincerely yours

DASARI NARAYANA RAO

Regards

Yours sincerely

G. VENKATESWARAN

114, G. KOIL STREET

## MESSAGE

**Dear Sri,**

I am very happy to learn that the South Indian Film Chamber of Commerce is honouring Shri D.V.S. Raju Garu with the "Bhishma Award" for his outstanding contribution for the cause of the film industry.

May God bestow on him more laurels in the years to come.

Sincerely yours  
**Dasari Narayana Rao**

**INDIAN  
COUNCIL FOR  
CULTURAL  
RELATIONS**

**Vasant Sathe**

**President**

New Delhi

August 21, 1995

Dear Shri Pundarikakshayya,

Thank you for your letter dated August 19, 1995, regarding the function to honour Shri D.V.S. Raju, doyen of the Indian film industry with 'Bhishma' Award on September 19, 1995 at Madras.

I am indeed very happy that the South Indian Film Chamber of Commerce has proposed to honour Shri D.V.S. Raju in recognition of his outstanding contribution to the cause of Indian film industry for the last four decades.

I was very keen to be personally present on this happy occasion and felicitate my good friend, Shri D.V.S. Raju, with whom I share a happy association for a long number of years. I send my best wishes for the success of the function. Please convey my warm regards and congratulations to Shri D.V.S. Raju on the conferment of this coveted honour.

With regards,

*Yours sincerely,*

(VASANT SATHE)

## K. Viswanath

Film Director

### శ్రీడి.వి.యస్. రాజుగారు

సత్సాంప్రదాయాలకు విలువనిస్తూ, మన సంస్కృతీ తీరుతెన్నులను పాటిస్తూ, "సనిమాలు" తీయాలనే సత్సంకల్పం వున్న నిర్మాతలు బహుకొద్దిమంది. ఆ కొద్దిమందిలో శ్రీడి.వి.యస్. రాజుగారొకరు.....

వారు నిర్మాతగా, నేను దర్శకునిగా ఒక పుష్కరకాలపు అనుబంధంలో ఎన్నో అనుభవాలు, అనుభూతులు.....

ఒక అభిరుచితో పాటు, వివేకవంతమైన వితరణ వున్న వ్యక్తి శ్రీరాజుగారు... తన అనుభవాన్ని సద్వినియోగపర్చుకుంటూ, ఇతరుల అభినివేశాన్ని సగౌరవంగా పాటిస్తూ అందరిని సమన్వయపరచి నిర్ణీతమైన లక్ష్యసాధనకు కృషి చేసే వ్యక్తి శ్రీరాజుగారు... క్షాత్ర ధర్మాన్ని ముమ్మూర్తుల పుణికి పుచ్చుకున్న వ్యక్తి శ్రీరాజుగారు...

'మంచి'ని గ్రహించగల మంచిమనిషి, ఆ 'మంచి'ని నలుగురికీ తెలియపరచాలనే మనసున్న మేలిమి మనిషి శ్రీరాజుగారు... తొందరపాటు లేని బౌద్ధమనిషి, ఆవేశాలకు లొంగిపోని శాంతి మనిషి శ్రీరాజుగారు.... సమన్వయ చిక్కులను సామరస్యంతో విడతీయగల గాంధేయమనిషి, డాబుకి, దర్పానికి దూరంగా వుండాలనుకునే అసాధారణ మనషి శ్రీరాజుగారు...

అందుకే అందరితో కలిసి పోగలరు...

అందరి అభిమాన, ఆప్యాయతల శుభాకాంక్షలు ఇలాగే ఇంకా నూరేళ్లు, వెయ్యేళ్లు అందుకోగలరు...

K. Viswanath

**DEVI FILMS PRIVATE LIMITED**  
(Film Producer & Distributor)

**K. RAJAGOPAL CHETTY**

CHAIRMAN & DIRECTOR

234, MINT STREET,  
MADRAS-600 003.  
Phone : 832576 (4 lines)  
Telex : TNK IN 41-5069  
Grams : DEVI FILM

23-08-1995

Dear sir,

I am indeed very happy to note that our South Indian Film Chamber of Commerce has decided to honour Shri D.V.S. Raju, former President of the South Indian Film Chamber of Commerce and Film Federation of India, and former Chairman of National Film Development Corporation Ltd.

I must first congratulate the Chamber for having chosen to honour him with "Bhishma" Award, in recognition of his outstanding contribution to the cause of the Film Industry for the past four decades at a function on 19th September 1995.

As one intimately knowing him personally and having moved with him closely in earlier period, know how silently without getting excited, giving guidance and leadership and solving many of the difficult problems faced by the Film Industry to the great admiration of all parties concerned, having in view the Industry's cause as foremost. I can go on adding to his admirable qualities, which I feel is unnecessary as all connected with him know.

As a friend and admirer of his great qualities and service rendered to our film industry, I wish him many more such "Bhishma" awards to come forth and pray God to bless him with long life and prosperity and continue to render his utmost service to the industry for which the Industry is beholden to him.

With best wishes,

Yours sincerely,

(K. RAJAGOPAL CHETTY)



DEVI FILMS PRIVATE LIMITED

Film Producer & Distributor

K. R. JAAGOPAL CHETTY

100, ANNA SALAI, MADARAS-600 006

## Malayalam Film Producers Association (Regd.)

606, ANNA SALAI, (S.I.F.C.C. COMPOUND), MADARAS- 600 006. Phone: 8278910

September 2, 1995

Dear sir,

1995 September 19th is on the due process to enter the golden days in the history of South Indian Film Chamber of Commerce which would be remembered in the years to come. On the glorified day we are going to honour the phenominal personality Sri. D.V.S. Raju who had stepped into the film world through the threshold of Telugu Cinema but had glorified the Indian Cinema by his omnipresence, and his hard work by bestowing the "BHEESHMA" award on him. This award is just a small token of Love and appreciation and 'Dakshina' to this great man for having united all the South Indian Regional Cinema Industry under a single roof known as the SOUTH INDIAN FILM CHAMBER OF COMMERCE. His role towards this great work has been so selfless and that still continues to glow in his present works. We pray to the Almighty, he would bestow upon this great man the wealth of health helping him to keep the people of the four States united under a single banner as his work had been in the past years. We also wish the very best for the "BHEESHMA" award function of Shri. D.V.S. Raju.

**R.S. PRABHU**

*President.*

## MESSAGE

Dear sir,

Sri D.V.S Raju's name is always associated with South Indian Film Industry, although he was a President of Film Federation of India and Chairman of National Film Development Corporation. This itself denotes that he was near and dear to film industry as a whole.

Sometimes, I used to wonder how this person was able to speak out about statistics regarding all departments of film industry, namely, production, distribution and exhibition. This shows his total involvement with the film industry. Whenever there were problems, he was the first to give advice to solve them.

Many a time, when film industry faced crisis, he was the guiding factor to resolve the crisis. The whole film industry knows this and to honour this veteran with 'Bhishma' award by the South Indian Film Chamber of Commerce is highly laudable. The silent person behind this move is none other than Sri P.V. Gangadharan, the President of South Indian Film Chamber of Commerce, who first initiated this idea. For Sri Raju garu's experience, dedication and involvement with the film industry, this award is the fitting honour to a deserving personality.

To pronounce a fitting finale to this veteran, He is and will always be a FRIEND, PHILOSOPHER and GUIDE to the entire film industry.

I pray to the Almighty to bestow His choicest blessings on Sri D.V.S. Raju garu, for a healthy, energetic, long life to serve us, I mean, the Film Fraternity.

**P. MADHAVAN**

(Film Director)

Chairman,

Tamil Nadu Film Development

Corporation Limited,

J. Jayalalitha Film City,

Madras - 600 113

**National Film Development Corporation** (A Government of India Enterprise)

Discovery of India Bldg, Nehru Centre, Dr. Annie Besant Road, Worli, Bombay - 400 018 INDIA

Phones : 495 2262/494 9971 • Cable : FILMFINAS • Tlx : 011-73489 NFDC IN • Fax : 22 495 0591/495 1455

**Ravi Gupta**

August 22, 1995.

MANAGING DIRECTOR

Dear sir,

I am extremely happy to learn that the South Indian Film Chamber of Commerce has decided to honour Shri. D.V.S. Raju with the 'Bhishma' Award.

This is indeed a timely recognition of his outstanding contribution not only to the South Indian Film Industry, but also to the Indian Film Industry as a whole. Shri Raju has also provided dynamic leadership to the Andhra Pradesh State Film Development Corporation and to the National Film Development Corporation as its Chairman. His tenure as Chairman, NFDC, was responsible in laying a strong foundation for the growth and development of this organisation. His professional approach to issues, his sincerity of purpose, his commitment to the cause of the Indian Film Industry, have inspired us to carry on the work that he had begun.

Our Best Wishes to Shri D.V.S. Raju and the South Indian Film Chamber of Commerce on the occasion of the felicitation.

*Yours faithfully,*

**(RAVI GUPTA)**

ARS LONGA VITA BREVIS

BR

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Residence : 6123894 / 6125801

Registered Office : 6128880/ 6122643

Admn. & Prod. Office : 6461733 / 6462327 6047625

Fax : 9122-6463134

## FILMS

AUGUST

24

1995.

Regd. Office : B.R. House, Juhu Tara Road, Santacruz, Bombay - 400 049

Admn, Prod & Export Division : Anand Villa, Plot No. G-38

15th Road, Santacruz, Bombay- 400 054

Dear Mr. Srinivasan,

It is a matter of pleasure and pride for me to learn that the South Indian Film Chamber of Commerce is honouring a very dear and respected friend of mine - Shri D.V.S. Raju Garu. Mr. Raju has a wonderful track record both as a producer and a film man. His services to the film industry have been signal. His contribution to NFDC and its shaping is praiseworthy. I wholeheartedly welcome this great gesture by the Film Chamber and wish my friend Shri Raju Garu all the best in future. May God bless him with all round love, happiness and prosperity.

Film Chamber deserves to be complemented on this function.

It would have given me great pleasure to attend and personally congratulate my very dear friend but I am not keeping good health. In fact I told the gentleman who telephoned me about this august function. So my apologies to the Chamber and to Shri Raju.

Once again wishing him the very best in life.

With regards,

*Yours sincerely,*

B.R CHOPRA

**Malati Tambay Vaidya and Associates Pvt. Ltd.**  
**(Films-Export, Import, Distribution, Production, Co-production  
Consultancy and Services)**

Administrative Office :  
23, Lalit Wodehouse Road,  
Bombay - 400 039.  
Tel : 2022892 / 2852089,  
Telex : 011-86863 SCTC IN,  
Fax : (91) 22 2022892

26th August 1995.

Dear sir,

I am happy to know that the South Indian Film Chamber of Commerce has decided to honour Shri. D.V.S. Raju with the BHISHMA AWARD in recognition of his outstanding contribution to the cause of the Film Industry. Shri Raju deserves this honour undoubtedly.

As Managing Director of the National Film Development Corporation, I had the opportunity to work with Shri. Raju for about three years. I continued to be in touch with him thereafter. With his wide experience and overall grasp of the Industry, it was a pleasure working with him. I learnt a lot from him and could contribute faster because of him. He never interfered with my work but was available whenever I needed him. I found Shri Raju always very positive and solid.

Shri. Raju has contributed to the Industry for the last four decades in different capacities. May he continue to do his best for the Industry in future also!

I wish I could remain present with you all on the 19th of September when the Award is conferred.

*Yours sincerely,*

**MALATI TAMBAY VAIDYA**

*M. Murali Mohan*

Film Artiste

Film Nagar,  
Jubilee Hills  
Hyderabad.

దక్షిణ భారత చలన చిత్ర మండలి సెప్టెంబర్ 19వ తేదీన ప్రముఖ చలన చిత్ర నిర్మాత గౌరవనీయ శ్రీ డి.వి.యస్. రాజుగారిని సన్మానిస్తున్నారని తెలిసి నేనెంతో సంతోషిస్తున్నాను.

గత నాలుగు దశాబ్దాలుగా చలనచిత్ర పరిశ్రమకు ఎనలేని సేవచేస్తూ, చిత్ర పరిశ్రమలోనే అజాత శత్రువుగా వెలుగొందుతూ - అటు జాతీయ చలన చిత్ర అభివృద్ధి సంస్థకూ, ఇటు ఆంధ్రప్రదేశ్ రాష్ట్ర చలనచిత్ర అభివృద్ధి సంస్థకూ అధ్యక్షులుగా పనిచేసి ఆయా సంస్థలకు ఉన్నత పథంలోకి నడిపించారు.

అంతటి మహిమాన్విత వ్యక్తిని సత్కరిస్తూ 'భీష్మ' అవార్డును అందజేయడం చలన చిత్ర పరిశ్రమ తనను తాను సన్మానించు కున్నట్టుగా ఉంటుంది.

ఈ శుభ సమయంలో అవార్డు అందుకోబోతున్న శ్రీ రాజుగారికి, సత్కరిస్తున్న దక్షిణ భారత చలన చిత్ర మండలికి నా హృదయపూర్వక శుభాకాంక్షలు అందజేస్తున్నాను.

భవదీయ,

మురళీ మోహన్

శ్రీమద్విద్యార్థి  
శ్రీమద్విద్యార్థి  
శ్రీమద్విద్యార్థి

శ్రీమద్విద్యార్థి  
శ్రీమద్విద్యార్థి

పుస్తకాలు చదివితే కలిగేది విజ్ఞానం. తననుతాను చదువుకుంటే ఏర్పడేది వివేకం. మన చలన చిత్ర రంగంలో విజ్ఞాన వివేకాలకు సువర్ణ సేతువు మిత్రులు డి.వి.యస్ రాజుగారు. ఆయన నిర్మాతగా జనాకర్షక చిత్రాలతో పాటు మానవీయ మూల్యాలను ప్రతిబింబించే మంచి చిత్రాలను తీశారు. ఇటు రాష్ట్ర స్థాయిలో అటు జాతీయ స్థాయిలో చలన చిత్ర - పరిశ్రమాభివృద్ధి సంస్థ అధ్యక్షుడిగా ఎన్నో ప్రయోజనాత్మక పథకాలకు రూపకల్పన చేశారు.

ఉత్తమ వ్యక్తిగా, సినీ రంగంలో సమస్వయ శక్తిగా, దశాబ్దాల తరబడిగా నిరంతర కృషి చేస్తున్న డి.వి. యస్. రాజుగారికి చలన చిత్రం 'భీష్మ' బిరుదు ప్రదానం చేస్తున్న సందర్భంలో నా హార్దికాభినందనలు.

పద్మభూషణ జ్ఞాన పీఠ పురస్కారగ్రహీత  
డా॥ సి. నారాయణరెడ్డి

## అభినందన మల్లెమాల

కార్య దీక్ష యందు - క్రమ వర్తనమునందు

నీతి సరణి యందు - నియమ మందు

చిత్త శుద్ధి యందు - చిర కీర్తి గడియించి

ప్రజల మెప్పు గొన్న - ప్రాజ్ఞుడతడు ॥

✽

మచ్చ సుంతలేని మార్గాన పయనించి

అడ్డు పడిన చిక్కులధిగ మించి

వలచి వచ్చినట్టి పదవులన్నింటికి

విలువ పంచినట్టి, విజ్ఞుడతడు ॥

✽

కాటు వేసిన కత్తికి కమ్మనైన

పరిమళము పంచు శ్రీగంధ తరువు వోలె

ఎగ్గు చేసిన దుర్మార్గుడెదురుపడిన

స్నేహ వాత్యల్యమును పంచి, సేమ మరసి,

మంత్రముగ్ధుని గావించి, మనసుదోచి

రాణకెక్కిన "గజదొంగ" రాజుగారు ॥

✽

చిత్రమైన చలన చిత్ర భారతమున

శేష ప్రశ్నలన్ని చెరపి వేసి

అసుర భీష్ముడన్న అపురూప గౌరవ

మందు కొన్న రాజునభిను తింతు ॥

✽

వాస్తవములైన వాక్రసూనాలతో

అల్లినట్టి బుల్లి "మల్లెమాల"

అందజేతు నతనికానంద శుభవేళ

మిత్ర గణము - జనము - మెచ్చులీల ॥

-సహజకవి : మల్లెమాల



పరమార్థం వందనం

**WORLD TELUGU FEDERATION (WTF)**  
RAMAKRISHNA BUILDINGS,  
183, ANNA SALAI (MOUNT ROAD) MADRAS-600 006, INDIA.

Phone : 91-44-8525181, 8264232

Fax : 91-44-8256971 (Attn. 263)

Dear sir,

I am very happy to learn that Sri, D.V.S. Raju garu is being honoured with the prestigious 'Bhishma Award' for his distinguished services to the movie-industry in various capacities, by the South Indian Film Chamber of Commerce.

I had the pleasure of coming into close personal contact with Sri Raju garu during the formative period and later in conducting the first conference of the World Telugu Federation, in December 1994, at Madras. The systematic way in which he planned cultural programmes for the 3-day WTF Conference earned for him the admiration of one and all and greatly helped in the success of the Conference.

His service to the film industry in general and to the South Indian movie-industry in particular, as a leading filmmaker, a former President of the Film Federation of India, Bombay, have all brought him distinction as a leader in the motion picture industry.

A gentleman to the core and unostentatious, Sri Raju garu is respected by one and all not only as a leading filmmaker and also as a prominent Telugu citizen of the City of Madras.

My wife Mrs. Indira Dutt joins me in extending our hearty congratulations and best wishes to him on this happy occasion.

With regards,

Yours sincerely

**Dr. V.L. DUTT**  
(President)

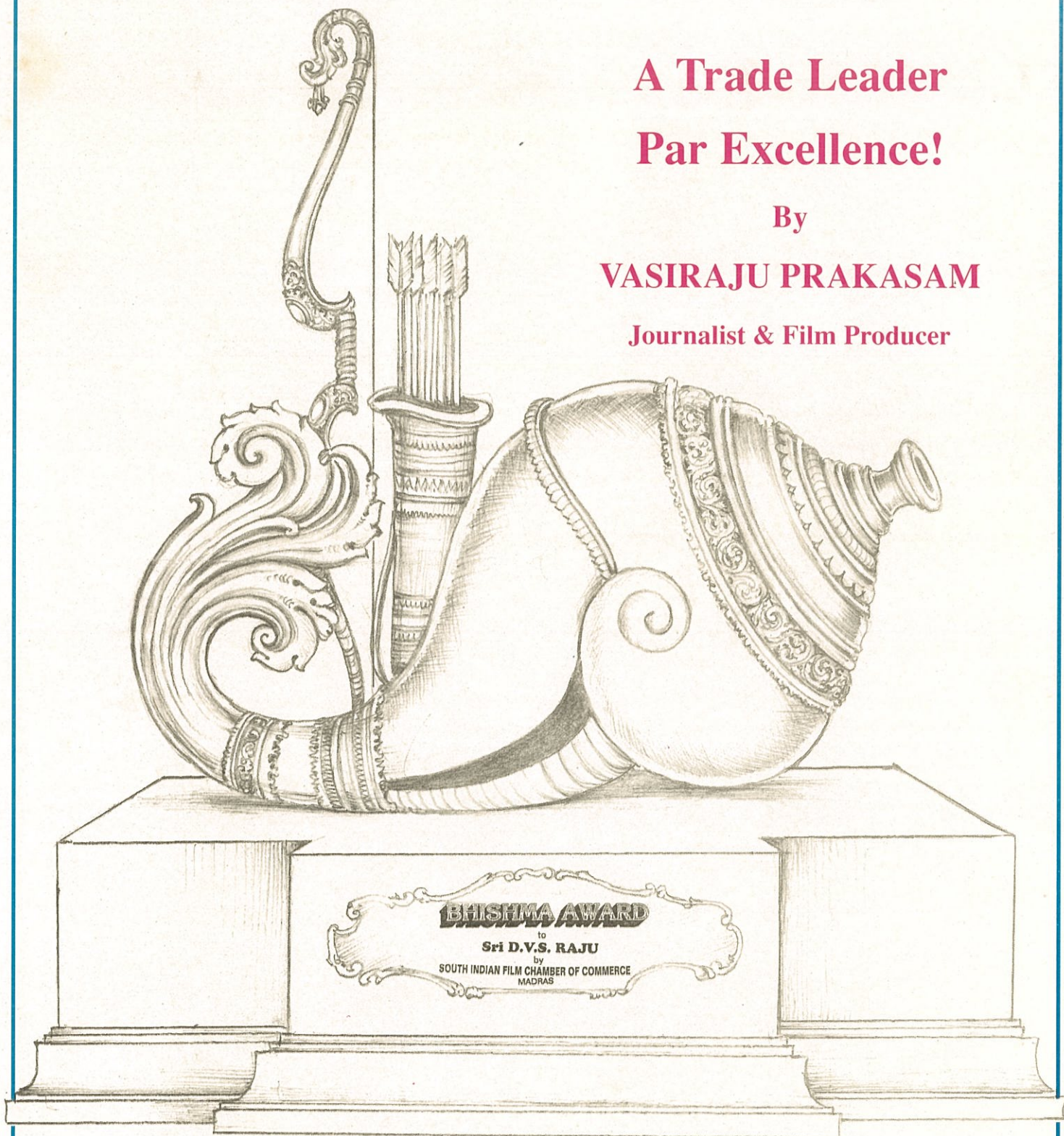
# SRI. D.V.S. RAJU

**A Trade Leader  
Par Excellence!**

By

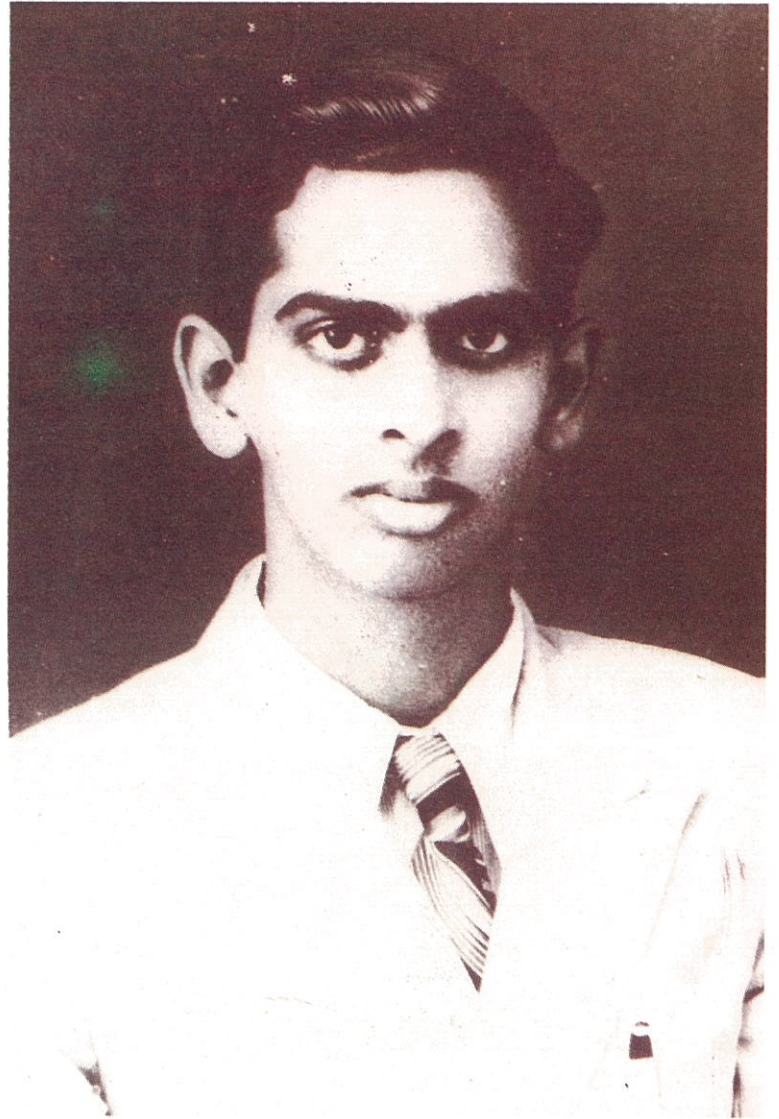
**VASIRAJU PRAKASAM**

**Journalist & Film Producer**





With brothers and family friend in Kennedy Space Center,  
Washington



As student



With family members

**N**ation has always been rich and blessed with selfless and sacrificing noble personalities in various walks of life who have since decades rendered glorious services in the cause of the profession they belong. Only such great men are solely responsible for the growth and tremendous progress achieved in their respective spheres. History records them with pride, affection and gratitude!

SRI. DATLA VENKATA SURYANARAYANA RAJU, most popularly known as Sri. D.V.S. Raju, belongs to a cadre of personalities where human service alone counts, irrespective of any hurdles and hardships, which are but natural.

Sixty seven years ago, born on a bright morning of 13th December 1928 at Allavaram village in East Godavari District, Sri. Raju rose with a challenging and dedicated mission of leadership for the well being of society and the human race.

In fact, service, humanity and patriotism are not new to Sri. Raju: These virtues are in his blood and most deservedly and cheerfully inherited from his father, Sri D. BALARAMA-RAJU GARU, whose vast span of nine decades of life centres around the cause of the nation. SRI BALARAMARAJU, a patriot and a freedom fighter, is a follower and an ardent disciple of Mother India's beloved children like Mahatma Gandhi, Jawaharlal Nehru, Tanguturi Prakasam Pantulu and Sri. N. Sanjiva Reddy, and still spirit flows in his veins. Sri, BALARAMARAJU, has been suitably rewarded by the grateful people with two terms of Lok Sabha membership from 1962 to 1971. No surprise, Sri BALARAMA RAJU'S eldest offspring Sri. Raju imbibed all his father's characteristic qualities in abundance and the mission continues. A noble father and a proud son, indeed!

For Sri Raju his parents are his Divine Angles. He worships them with high esteem and devotion. It is no surprise that his parent's pioussness and kindness were swiftly inherited by Sri Raju who gratefully acknowledges every bit of his success to the training and grooming by his Noble Father and Godly Mother.

### STUDENT LEADER

The sweet little child Sri Raju, grew into a bright young lad.

All around echoes for freedom: Sri Raju too rose with all vigour and enthusiasm and raised his voice for the cause of the Nation's Independence. That was his student days and at a tender age. However, age can never be a bar to fight for justice. As a beloved student leader Sri Raju adorned many positions, crowning them all was his unanimous election as the Honorary Secretary of West Godavari District Student Congress, at Bhimavaram in the immediate presence and

blessings of late Tanguturi Prakasam Pantulu, the roaring lion of Andhra Pradesh. Other positions held by Sri Raju include the Hon. Secretary of East and West Godavari Student Congress, President of City Student Congress at Kakinada, where he had his college education, Vice-President of Andhra Student Congress in 1949 and umpteen such other honorary positions throughout his student days that spread over a decade. One greatest virtue to remember while he was a student, is that he was a leader for peace and love, but not for fights and factions. The trait continues and continues, forever.

Wedding Bells rang for Sri Raju during 1948, when he affectionately married his own maternal uncle's daughter, Kum. Anusuya Devi, a great lady with a million qualities to be adored. The happy couple is blessed with three daughters and two sons—each one a replica of their great family heritage.

### SOJOURN TO MADRAS

Change is a symbol of progress and travel makes a person wiser.

Sri. Raju completing his education with degrees plus numerous crowns and laurels, chose to widen his activity and rightly selected the beautiful city of Madras as his next place of work, during 1950.

Sri Raju's life at Madras had a pleasant beginning—having organised a well-equipped qualitative photo offset Litho Press, thoughtfully named as CINE LITHO WORKS. The Press served the film trade for a period of 20 years.

Destiny is always unpredictable and it is no one's guess to forecast what Madras has in store for Sri Raju.

Judged from the past glorious growth of Sri Raju, his Madras sojourn was not just for a commercial Printing Press, but to record much more beautiful history and epochal events. On an early bright day, Sri Raju had the rare unique privilege and the pleasure of meeting a great personality. SRI N.T. RAMARAO and the association continued to record many historic events in the future.

Sri Raju and Sri N.T. Rama Rao met exactly at a time when Sri NTR's firm National Arts was producing "PICHU PULLAIAH".

Sri Rama Rao had immediately offered partnership to Sri Raju, while forming a new film production company by name National Art Theatres. The new firm's very first film was a well-acclaimed Telugu film, "THODU DONGALU"—a national Award Winner—indeed a good omen of their



With family of President Shri N. Sanjeeva Reddy, DVS Family and his father D. Balaramaraju M.P.

great association. Sri Rama Rao's brother Sri N. Trivikrama Rao, known for his great loyalty and sincerity towards his brother, was at the helm of affairs of NAT company, at that time.

For Sri Raju, NAT association was sweet and splendid and, more so, highly purposeful and educative. In the company of Sri N.T. Rama Rao and his illustrious brother, Sri Trivikrama Rao, Sri Raju laid strong foundation for his future eventful career as a producer and great trade leader. While they were together, NAT has produced five Telugu films 1) THODU DONGALU, 2) JAI SIMHA, 3) PANDURANGA MAHATMYAM, 4) SEETARAMA KALYANAM, and 5) GULEBAKAVALI KATHA all NTR starrers.

Thus, NAT paved the way for the making of a future illustrious film luminary, par excellence.

#### **INDEPENDENT ACTIVITY**

Thanks to the rich and varied experience gained in the association of NAT firm and Sri N.T. Ramarao as a well organised film producer, Sri Raju took up independent film production work in 1959 and launched PRAGATIART PRODUCTIONS. True to the name PRAGATI, meaning Progress, Sri Raju achieved sizable progress in his new ventures: having produced a bi-lingual social movie 1) MAA BABU in Telugu and 2) ANBU MAGAN in Tamil. Both these versions were highly acclaimed by the press as well as the intelligentsia. The film lived for many years in the hearts of the people. A feather in his cap was the Best film award received for "MAA BABU", from Madras Film Fans Association.

#### **RELEASE OF A CO-PRODUCTION**

Co-production and joint ventures are such marvellous words—good for the press and forum but in reality they don't see the light of the day for want of a distributor. Sri Raju, out of his sheer love for that Indo-Russian co-production "PARADESI", made under the stewardship of late K.A. ABBAS, has released the film all-over south—not like a business venture but more so like a way of patronising an art piece. In this context the sacrifices made by Sri Raju is known to his exchequer alone.

Sri Raju was also a partner in Sri National Art Pictures, a leading Telugu film distribution company with its offices at Vijayawada and Secunderabad. The company, to its credit, had released a number of Telugu hits and created records.

#### **BIRTH AND RISE OF D.V.S. PRODUCTIONS**

It was a beautiful sunrise!

A new sun rose in the Eastern Ghats of Telugu Cinema the

name is D.V.S. PRODUCTIONS.

With the blessings of Sri N.T. Rama Rao and Sri N. Trivikrama Rao, the year 1964 saw the birth of Sri Raju's own film production company, which has created history and stood at par with many leading South Indian banners. Backed by the great discipline and moral values inherited from his great father Sri Balaramaraju Garu and aided by the rich technical experience earned at NAT firm, Sri Raju has shaped and moulded D.V.S. Productions as a rare organisation of prestige, decency and discipline. Like Sri Raju, his company also commanded a good deal of respect among various sectors of film production like artistes and technicians in addition to distributors and co-producers. The working standards set up and rigorously implemented at D.V.S. Productions remained as an example for many.

When the policies and ideologies are so high, performance is also bound to be equally excellent.

With Sri N.T. Rama Rao as the hero Sri Raju made a series of six films in-a-row and each one competing with the other not only in its quality and entertainment, but also at the Box-office, the results and the success figures touched blue skies. These films were: 1) MANGAMMA SABADHAM, 2) PIDUGU RAMUDU, 3) TIKKA SANKARAIHAH, 4) GANDIKOTA RAHASYAM, 5) CHINNANATI SNEHITULU and 6) DHANAMA DEIVAMA. Even now, after two to three decades of their making, these NTR starrers are top - grossers, which adequately confirms the great showman, NTR's indelible image in the hearts of eight millions of Telugus.

#### **"JEEVAN JYOTI" : A LAND MARK**

After Sri N.T. Rama Rao's shifting his activity to Hyderabad, Sri Raju made a memorable film "JEEVAN JYOTI" with Sri K. Viswanath as the director and Sri Shobhan Babu and Smt Vanisri in the lead roles, in the year 1975. "JEEVAN JYOTI" proved to be a sensational success. It opened new vistas of entertainment adding new dimensions to the quality cinema. Awards poured in for the movie.

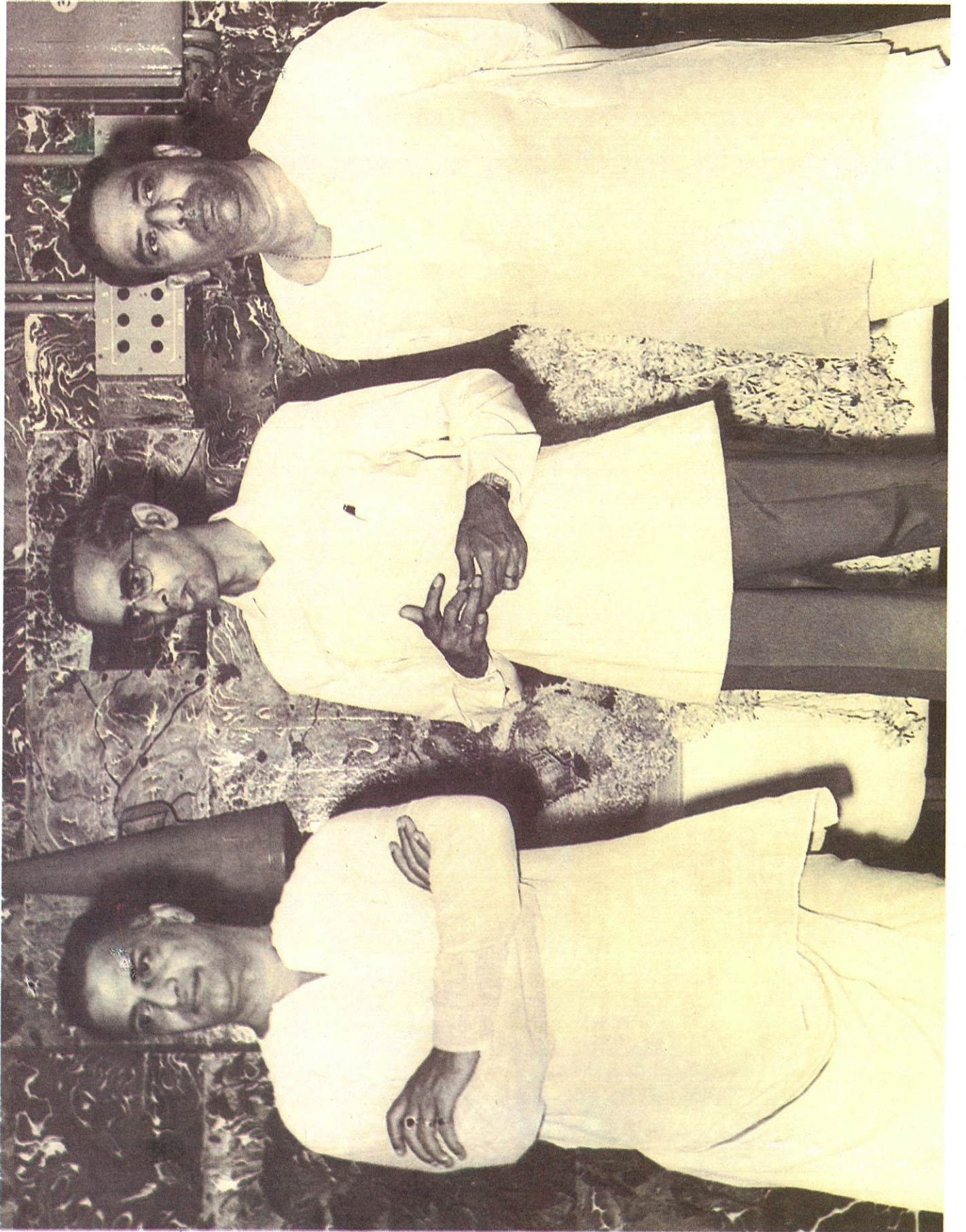
Golden Nandi Award from A. P. Government as the Best Film, Best Director, Best Hero and Best Heroine.

Film - Fare Award.

Film Fans Award and the unanimous acclaim of every Telugu audience - high and low, poor and rich, educated and otherwise.

#### **SERIES OF FILMS**

"JEEVAN JYOTI" followed by another dozen films from D.V.S. Productions. They were : JEEVITA NOWKA, KAALANTAKULU, PRESIDENT PERAMMA, ALLUDU



Start of film career with NTR and his brot her Shri Trivikrama Rao

PATTINA BHARATAM, PRANAYA GEETAM, MARCHANDI MANA CHATTALU, CHANAKYA SABATHAM, BHANUMATI GARI MOGUDU, DOSHI NIRDOSHI, CHAMPION and RAJADHANI.

Sri Raju's other film ventures like "Sri Krishnanjaneya Yudham" and "Devudulanti Manishi," were produced along with his beloved friend late Sri D.N. RAJU under POORNIMA PRODUCTIONS.

Sri Raju had the pleasure of engaging a large number of Telugu heroes such as Sarvashri : N.T. Rama Rao, A. Nageswara Rao, Jaggaiah, Chiranjeevi, Balakrishna, Krishna, Shobhan Babu, Krishnam Raju, Suman, Vinod Kumar, Nutan Prasad, Chandra Mohan and others, leading ladies include Jayalalitha, Jamuna, Savitri, Vanisri, Sarada, Vijaya Shanti, Jayasudha, Jaya Prada, Sujatha, Shobhana, Kavitha, Yamuna, Lizzy and others.

Among Character artistes and comedians, who have put up memorable performances in DVS Productions include many veterans like Sarvasri : S.V.Ranga Rao, Kantha Rao, Satya Narayana, Allu Ramalingaiah, Naga Bhushanam, Rao Gopala Rao, Rajanala, Relangi, Ramana Reddy, Chittoor Nagaiah, Raj Babu, Padmanabhan, Brahmanandam, Velu, Babu Mohan, Sagasranamam, Thangavelu, Suryakantham, Kannamba, M.N.Rajam, Saroja and a host of other talented luminaries .

The list of film directors, who have rendered yeomen services, is also impressive. Belonging to all ages and age groups, they are Sarvasri : T. Prakash Rao, Vittalacharya, D. Yoganand, C.S.Rao, K. Viswanath, P.Sambasiva Rao, T.RamaRao, K.Raghavendra Rao, Vejella, Kodandarama Reddy, Y.Nageswara Rao, and the latest Kodi Ramakrishna.

#### **HOMAGE TO SRI L. V. PRASAD**

Veteran producer - director - studio owner, Sri L.V. Prasad had many times watched with keen interest and appreciation the services rendered by Sri Raju for the benefit of the film trade. Sri Prasad understood the sacrifices made by Sri Raju and on one eventful morning asked Sri Raju : "It is good that you are doing a lot for others. But what are you doing for yourself?".

The answer also came from Sri. Prasad who has gladly offered to direct a Hindi film for D V S Productions. All this out of sheer love and affection towards Sri Raju and his dedication to film trade.

As a result, the launching of "MUJHE INSAAF CHAHIYE" a Mithun Chakravarthy and Rekha starrer. The direction was later taken up by Sri T. Rama Rao, due to the

unexpected indisposition of Sri. Prasad.

The film was released with a bang, placing one more South Indian film production company firmly on the map of Indian Cinema - on par with leading Bombay companies. Sri L.V. Prasad - indeed the genius and kind-hearted to be remembered forever, gratefully.

#### **HUMANITY HIS QUALITY**

Even in a modern society like ours, still there are a select few blessed noblemen for whom social service is a way of life. The welfare of the humanity is their prime concern- Sri Raju proudly belongs to this small section of rare personalities.

Particularly whenever there is an opportunity for a social cause around the corner, Sri Raju never missed it. He took up every genuine cause to his heart and discharged it with utmost care and sincerity. The results have been amazing.

His most fortunate and memorable association with Sri N.T. Rama Rao was linked with many such noble causes. Sri N.T. Rama Rao's noble causes and district tours and rallies, motivated to help the needy and distressed, had Sri Raju as the principal organiser. Sri N.T. Rama Rao always had tremendous confidence in the capacities of Sri Raju who was entrusted with major responsibilities during these rallies. Many such highly acclaimed causes are : organising rallies and programmes for Cyclone Relief Fund (three times), Police Relief Fund and Defence Relief Fund and many other similar noble causes.

During these three occasions, Sri Raju won the love and affection of Sri Rama Rao and still that respect remains ever-green. After all talents can never be hidden and ignored.

#### **RAJIV GANDHI AWARD**

Sri. Raju was among these few chosen for the prestigious Rajiv Gandhi Award on National Intergration for his abundant service to the cause of the cinema industry and for uniting film people belonging to different parts of the country on various occasions. This is a rare honour for any film personality and the entire cinema industry can be proud that one of their senior colleagues has been bestowed with this great honour.

#### **A TRUE CHAMPION**

The year 1965 was critical for the small film producers. Raw film had become scarce which hit badly the small producer. At this juncture Sri. Raju decided to extend his helping hand to the small producers by organising an exclusive organisation the "Film Producers Guild of South India". Sri. Raju himself was the founder - secretary, while Sri





Shri NTR's Defence Fund – Presentation to the Prime Minister of India, Lal Bahadur Shastri (1965)

N.Trivikrama Rao was the founder-President. In fact even the office of the newly formed Producers Guild functioned in the office of Sri Raju for some years and the activity was hectic and fruitful. Many small producers were able to breath peace and happiness. Everyone of them regard Sri. Raju as a true champion of small producers all this without inconveniencing the rest of the film trade.

### PLENTY OF LAURELS

The film trade watched him with interest, witnessed his result oriented performances and decided to burden him with more responsibilities. Naturally, the film trade was confident that whatever the responsibility accepted by Sri. Raju, it would bring in enormous results for the benefit of the cinema industry.

The year 1966 saw him the Hon. Secretary of the South Indian Film Chamber of Commerce and between 1966 and 73, with the inspiration of veteran Sri. Nagi Reddy Garu, he worked relentlessly for the cause of the industry.

During this period a school for Film Acting, first of its kind in the South organised by Sri. Raju, was started. Sri. Raju as the correspondent of the institute shaped every inch of it with his sincere efforts.

The institute can proudly boast of having produced best talents like Rajanikant, Chiranjeevi, Rajendra Prasad, Bhanu Chander, Sudhakar, Narayana Rao, and many others.

As a Hon. Secretary of the Film Chamber, Sri. Raju took active participation on the raw film committees and ensured justice and fair deal to all the producers-whether big or small.

Another noteworthy feature is that he played a very active role in establishing and maintaining highly cordial relations between the employer and employee in the film trade, averting many possible agitations and disputes. Construction of Film Chamber's new lavish multi-storeyed complex, housing many offices in addition to a preview theatre for the benefit of the film trade, was another major event during Sri Raju's tenure as Hon. Secretary.

Sri. Raju's services for the Chamber continued. He was most deservingly elected as the Chamber's President during 1977. One major land mark during his tenure as the President of the Film Chamber was the conduct of the International Film Festival, called "FILMOTSAV-78" in Madras. That was the first of its kind (at Madras) and Sri. Raju spared no effort to make this first 'FILMOTSAV-78' a memorable event. Both the domestic and foriegn delegates carried sweet memories about the great event.

Sri. Raju organised the setting up an exclusive organisation for Telugu Producers by name, Telugu Film Producers council in Madras (1975). The new body brought an awakening among all Telugu producers. The council served as a good liaison body between Telugu Film Trade and A.P. Government.

### A.P. FILM CHAMBER

The year 1979 saw the formation of Andhra Pradesh Film Chamber of Commerce, with Sri. Raju as its Founder President for two years. One major achievement of Sri. Raju during this time was his successful effort in merging various film bodies, hitherto, independently functioning at different towns of Andhra Pradesh. They were brought under one banner of Andhra Pradesh Film Chamber of Commerce.

### FILM NAGAR AT HYDERABAD

Another major achievement that the Telugu film industry can be very proud of is the setting up of the most glamorous Film Nagar amidst the picturesque jubilee Hills of Hyderabad. This is the first of its kind in the Indian Cinema and veteran Sri D. Madhusudan Rao was its founder-President. Sri. Raju's efforts and dedicated hard work were predominantly responsible for the formation of this exclusive ideal colony for film personalities.

### FILM NAGAR CULTURAL CENTRE

On one hand Sri. Raju was busily planning and executing the formation of Film Nagar Co - Operative Society and on the other, he was dreaming of a beautiful cultural centre for the film people. His dream came true within a short time.

Setting up of a unique cultural centre is no small achievement and Sri. Raju made it. Supported and aided by his many colleagues, Sri. Raju has seen the birth of this new marvel creation which is a forerunner in its own right. This is a delightful meeting place for all the sections of the cinema industry right from a top-notch matinee idol to a budding small technician. They happily spend their evenings after a day's hard turmoil.

The highlights of this cultural centre are many-fold and its activities are useful and purposeful. They include; sports and games (both indoor and outdoor) music and dance, and a well-equipped Gym and Yoga classes. Delightful cultural programmes and week-long drama festivals honouring and patronising the verteran stage and cine artistes are on the common agenda of the cultural centre.

The centre has plenty of plans for rapid growth and colourful expansion. A proposal for its massive building is taking a



NTR donation through the Chief Minister of AP, Sri K. Brahmananda Reddy to Vijayawada fire victims

quick shape. No wonder, if the cultural centre, ranks among the best in the country in the near future.

### FILM FEDERATION PRESIDENT

Another crowning laurel conferred upon Sri. Raju was his unanimous election as the President of the Film Federation of India, the apex film trade body in the country during 1980. Sri. Raju's services in this new position go a long way as he was instrumental in uniting other bodies like All India Producer's Council (Bombay) and Eastern India Motion Picture Association (who have earlier left the Film Federation) with the federation as a strong apex body.

Sri. Raju also served as a member of the working group of National Film Policy, set up by the Government of India, under the Chairmanship of Sri Sivaram Karanth. Sri. Raju contributed substantially to design a new and effective film policy.

### NFDC — A CROWN

1980-

The Indian Cinema wore a new look, -colourful dresses and jasmine flowers.

The unique and prestigious National Film Development Corporation has been established as an exclusive corporation for the growth and benefit of Indian Cinema. The Film Finance Corporation and Indian Motion Picture Export Corporation were promptly amalgamated into the newly set up NFDC.

Sri Vasant Sathe was the Hon'ble Minister for Information & Broadcasting and was actively and eagerly working for the welfare of cinema. Naturally he desired to initiate a strong and worthy personality to head the NFDC and his anxious search stopped at Sri. Raju.

Sri. Raju's taking over the new assignment as the Chairman of NFDC was welcomed by the entire Indian cinema industry. It was a sigh of relief for all those who were craving for a dynamic leader. However, it was a mammoth job for Sri. Raju.

Unshaken and undisturbed by the volume of responsibilities involved in this new position, "Crown of thorns" Sri. Raju marched ahead with military discipline to discharge his duties. Supported by highly versatile veterans on the Board, like Sri Ramanand Sagar, Mrinal Sen, Shyam Banegal, Sai Paranjape, M. Bhaktavatsala, Basu Bhattacharya, Adoor Gopalakrishnan and its energetic and thoughtful Managing Director, Mrs. Malathi Thambe Vaidya, Sri. Raju turned out excellent results-beyond the imagination and forecast of cinema Pundits.

### "GANDHI" COMES ALIVE

The production of the world-reputed film "GANDHI", a

co-production with Sir Richard Attenborough is a golden achievement for Sri. Raju as the Chairman of National Film Development Corporation. In fact, it was a herculean task, possible only for a person of Sri. Raju's stature, dedication and shrewdness. The project called for extraordinary skills, planning and execution. And SRI RAJU DID IT! "GANDHI" arrived, amidst us again, with his beautiful smile!

Another Victory for Sri. Raju is that he successfully attempted to bring the Festival Directorate under the wing of the NFDC for better rapport, understanding and purposeful functioning. It remained with NFDC until 1987.

During his most purposeful tenure as the Chairman of NFDC, Sri. Raju has successfully contributed for the setting up many a new equipment at NFDC: Video transfer at Madras, Sub-titling facilities in Bombay and 16 MM & 35 MM recording and editing units in Calcutta, thus distributing various types of activity all over the country, providing equal opportunities for all. The NFDC, during his regime, has served as a bridge between the Government and cinema trade, which was the need of the hour.

Qualitative film production, with a lot of a aesthetic sense and appeal for intelligentsia, received a special boost during the tenure of Sri. Raju, as the Chairman of NFDC. A number of films produced and promoted by NFDC, at that time, received innumerable National Awards, in addition to prestigious participation in various foreign film festivals. A select group of makers of quality films always recall Sri. Raju's timely helps with a sense of gratitude. The NFDC has come to stay as a successful promoter of good cinema.

### ONCE AGAIN AT NFDC

The year is 1989. The National Front Government is at the Centre!

The new Government was anxious to have a stalwart as the next NFDC Chairman. Naturally, Sri. Raju's name resounded in all circles. The interesting feature is that the then A.P. Chief Minister, Sri N.T. Rama Rao has rightly advised the Information Minister Sri P. UPENDRA to extend this pivotal position to Sri. Raju and leadership again knocked Sri. Raju's doors.

Immediately after taking over as the Chairman of NFDC again, Sri Raju formed a trust called "The Cine Artistes Welfare Fund". That was the time a share of profits in "Gandhi" film was being held up in a London Bank, due to a dispute with the co-promoters of the film "Gandhi". Sri Raju lost no time in solving the dispute and immediately diverted the disputed funds to India and allotted (five per cent) for the Cine Artistes

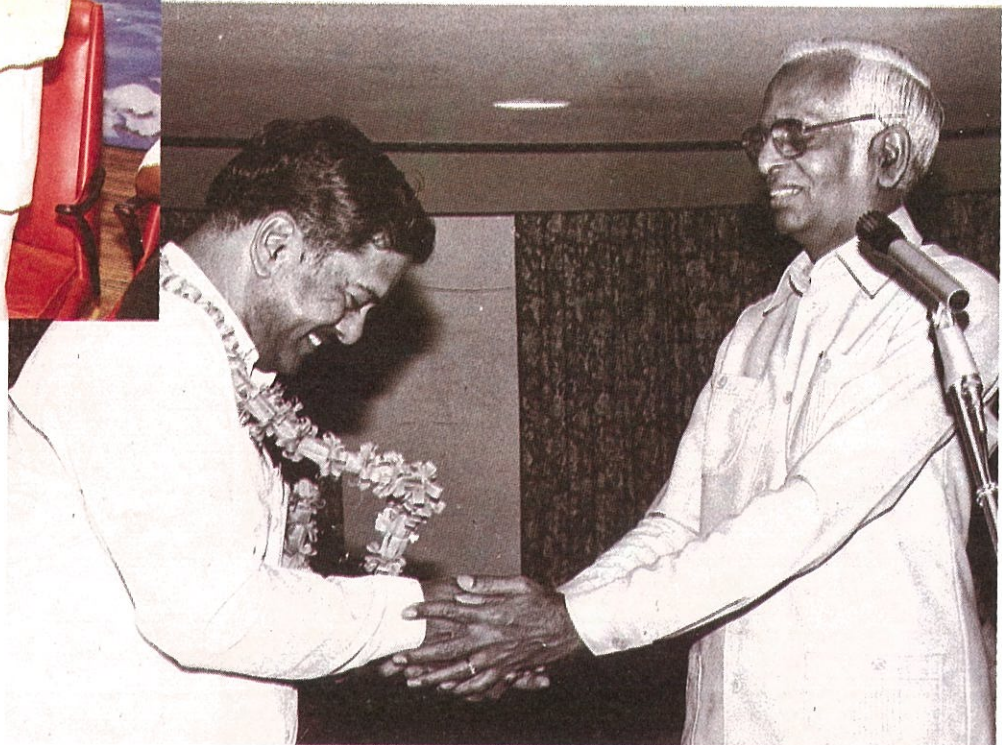


Sri Raju with the Office Bearers of SIFCC



Sri Sivanthi Adithyan garlanding at the 'Rani-Lux' award function

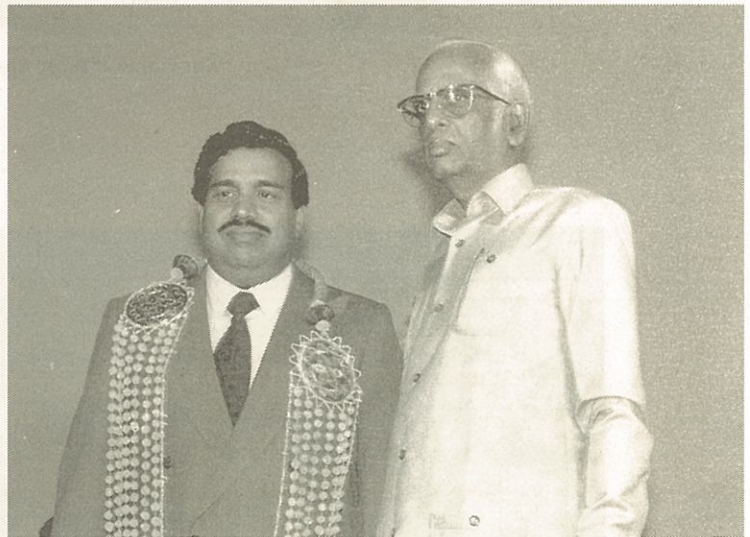
Sri DVS Raju garlanding  
Sri Ramesh (Prasad Lab)





Raju garlanding  
Sri Sv. Rm. Ramanathan on  
his election as President of  
SIFCC

Sri Raju garlanding Sri P.V.  
Gangadharan on his election as  
President of SIFCC



Sri Raju with EC Members



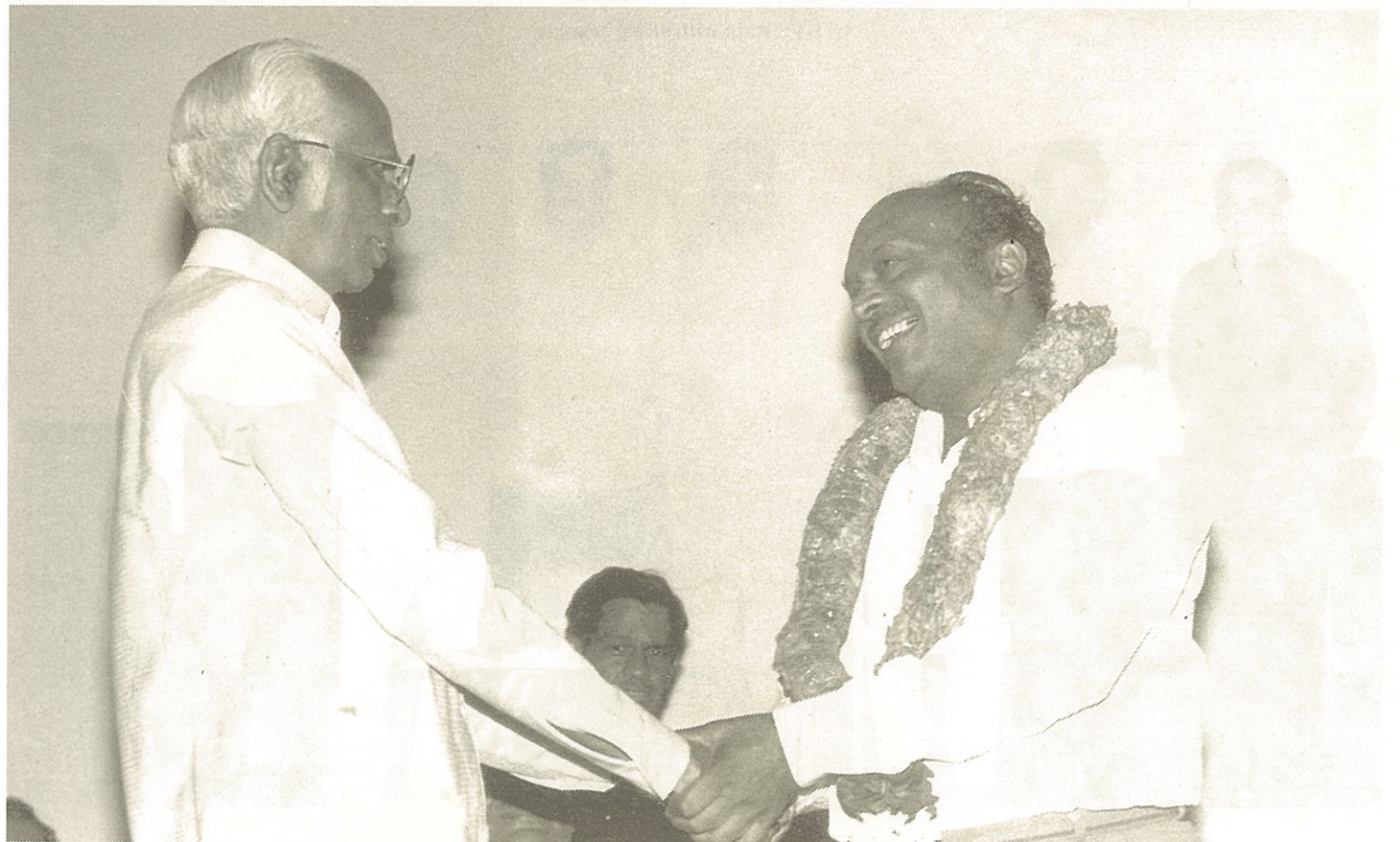
The General Body Meeting of SIFCC



At the reception of Sri P. V. Gangadharan, President, SIFCC



Sri B. Vitalacharya garlanding Sri Raju

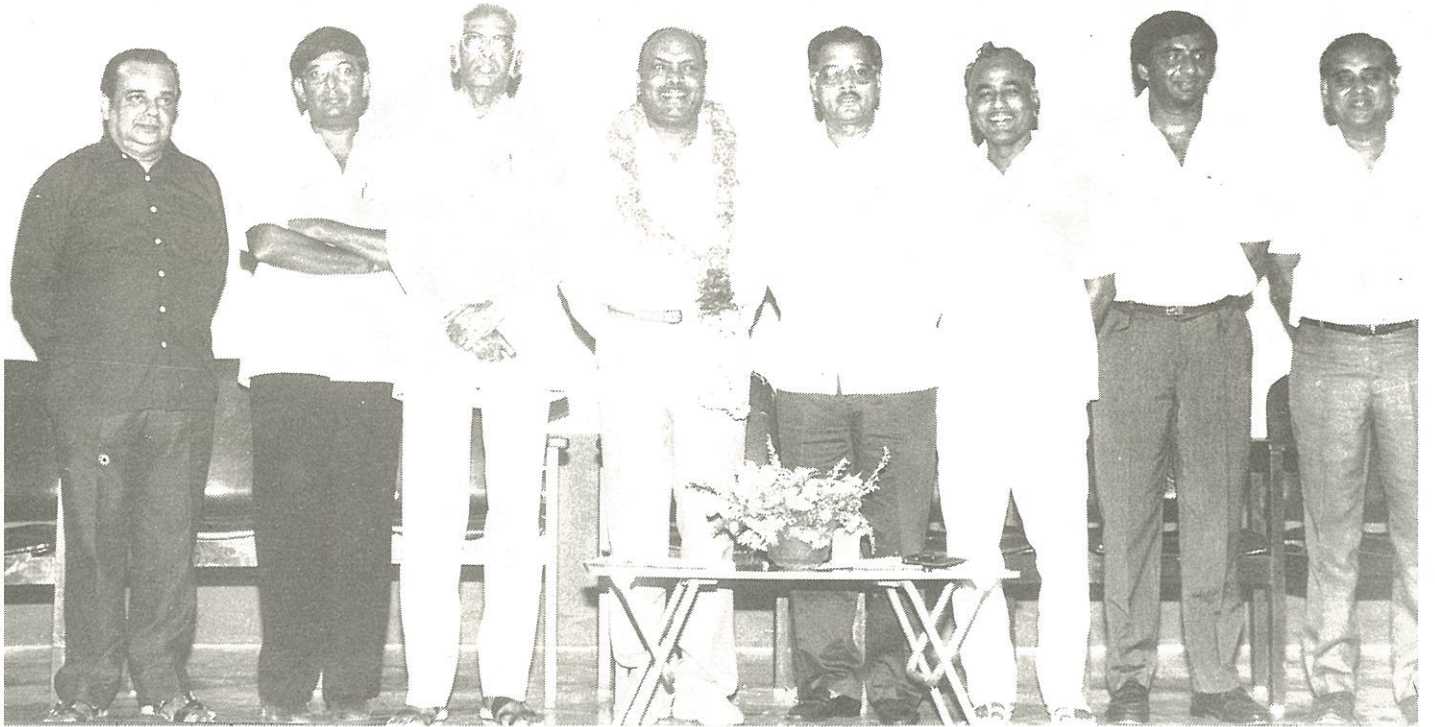


Sri DVS Raju garlanding Sri Bhakta vatsala





Sri DVS Raju with office bearers

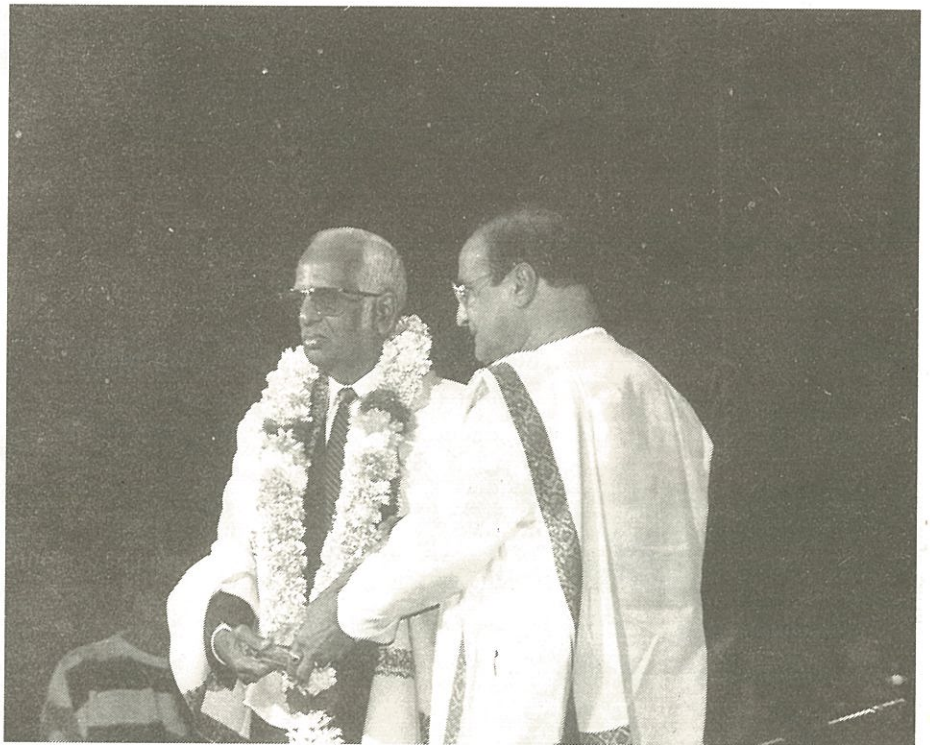


Sri DVS Raju with M. Bhakta Vatsala, President SIFCC and others

Sri Raju garlanding Sri P.V. Narasimha Rao, Chief Minister of Andhra Pradesh (1972)



Sri N. T. Rama Rao honouring Sri Raju on behalf of 'Tana' at New York



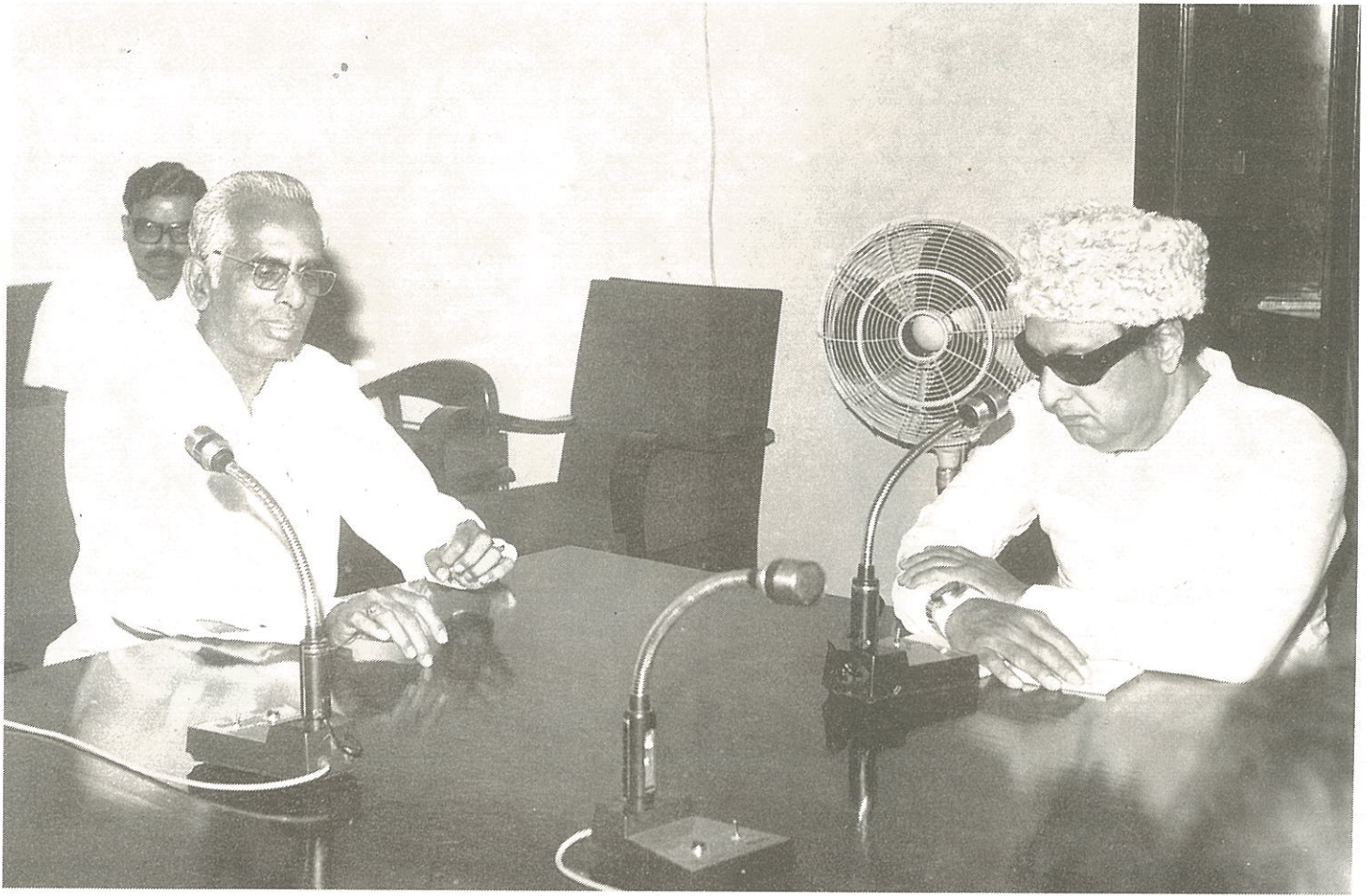
Sri Raju being congratulated by the Chief Minister of A. P., Sri N. T. Rama Rao for the successful conducting of 'Filmotsav'



Sri M. Karunanidhi ,Chief Minister of TamilNadu honouring Sri Raju at the Indian Cinema Platinum Jubilee (1989)

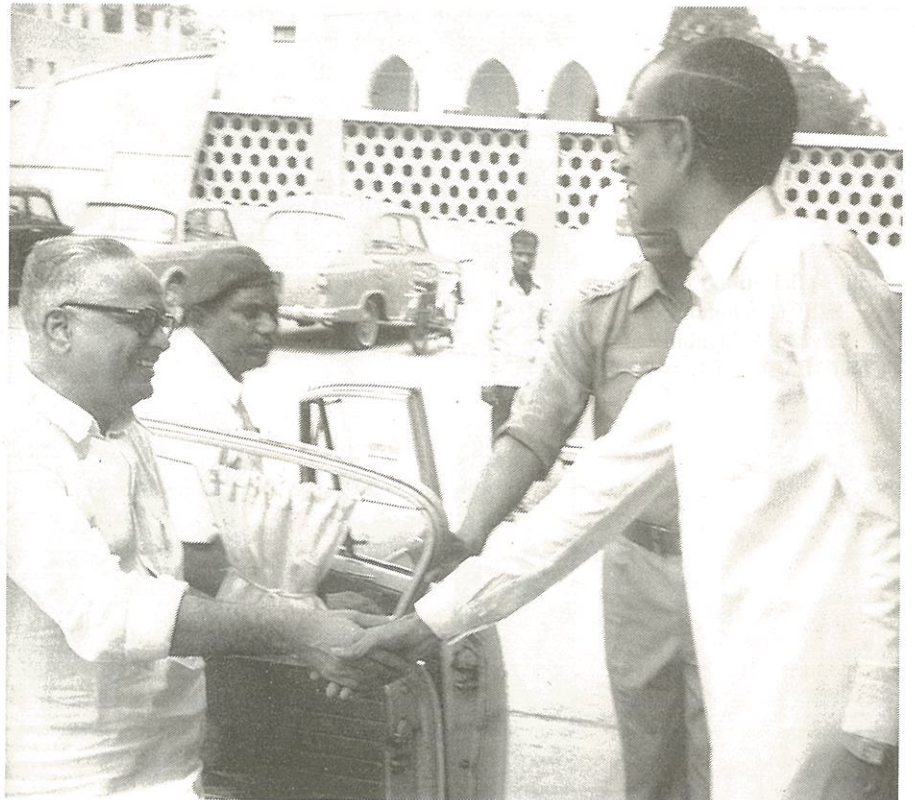
At the Felicitation Function by SIFCC in honour of Selvi Dr J. Jayalalitha Chief Minister of TamilNadu





Sri Raju with Sri M.G.R., Chief Minister of TamilNadu - (1977)

Sri Raju receiving the Chief Minister of Andhra Pradesh, Sri J. Vengal Rao at the Inauguration of the Telugu Film Producers Council (1975)

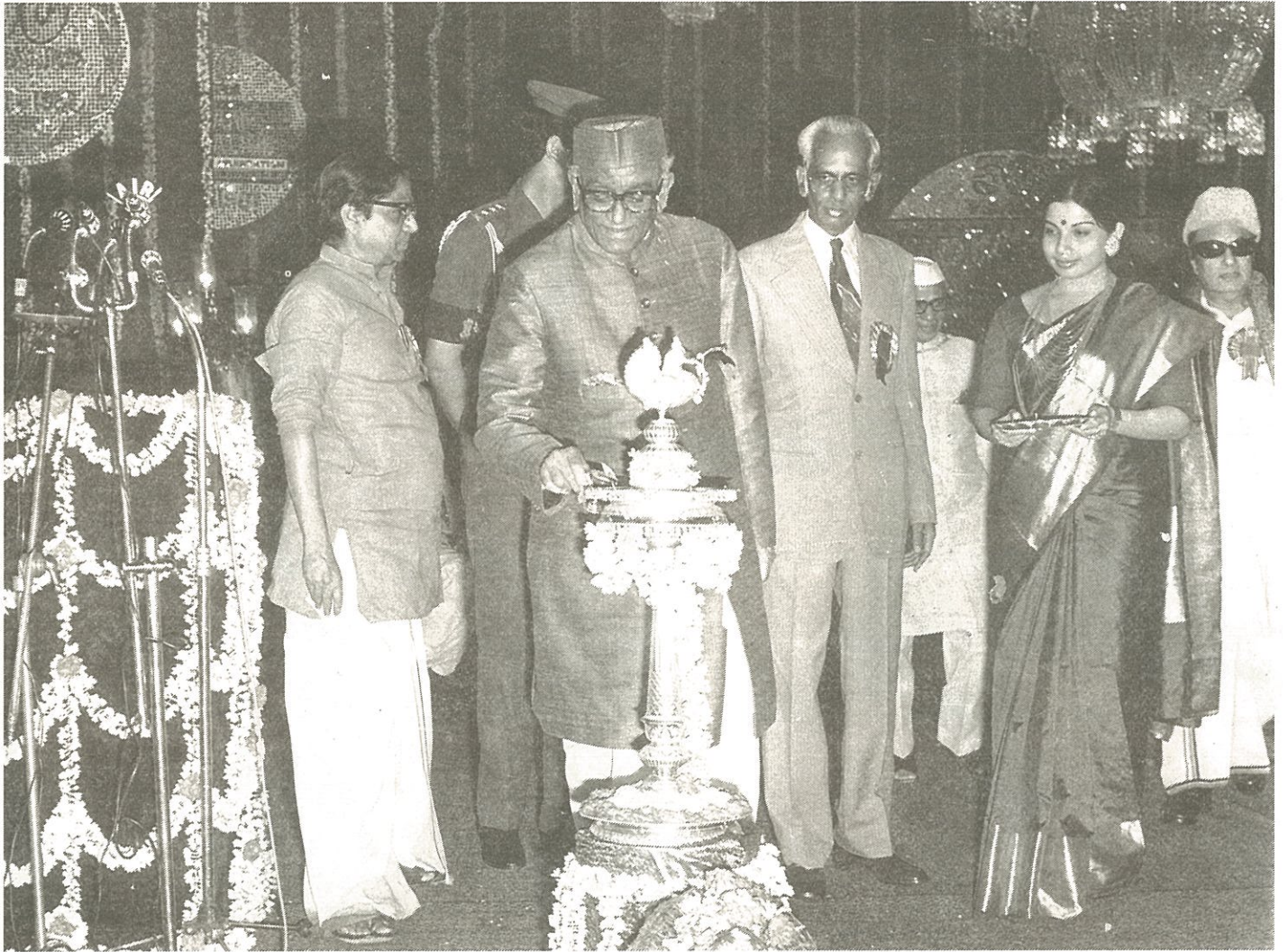




Sri Raju receiving Chief Minister of Karnataka, Sri R. Gundu Rao



Sri Raju honouring the Chief Minister of Andhra Pradesh Sri T. Anjappa at the Golden Jubilee function



**Sri N. Sanjeeva Reddy, President of India inaugurating the Golden Jubilee function of Indian Talkie at Madras (1981)**



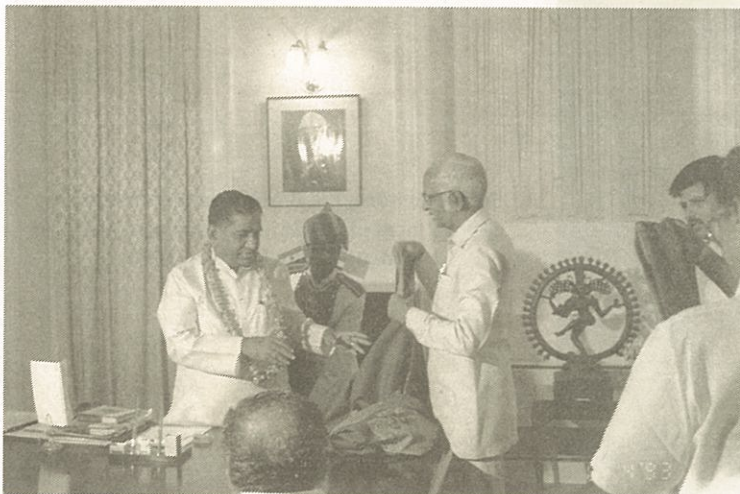
**A Film Delegation meeting the Prime Minister of India, Sri V. P. Singh (1990)**



Foundation laying for Film Nagar Colony at Hyderabad



Sri Raju garlanding His Excellency Sri Seevosagar Ramgoolam Prime Minister of Mauritius at Mauritius City



Sri Raju honouring Dr M. Chenna Reddy, Governor of TamilNadu



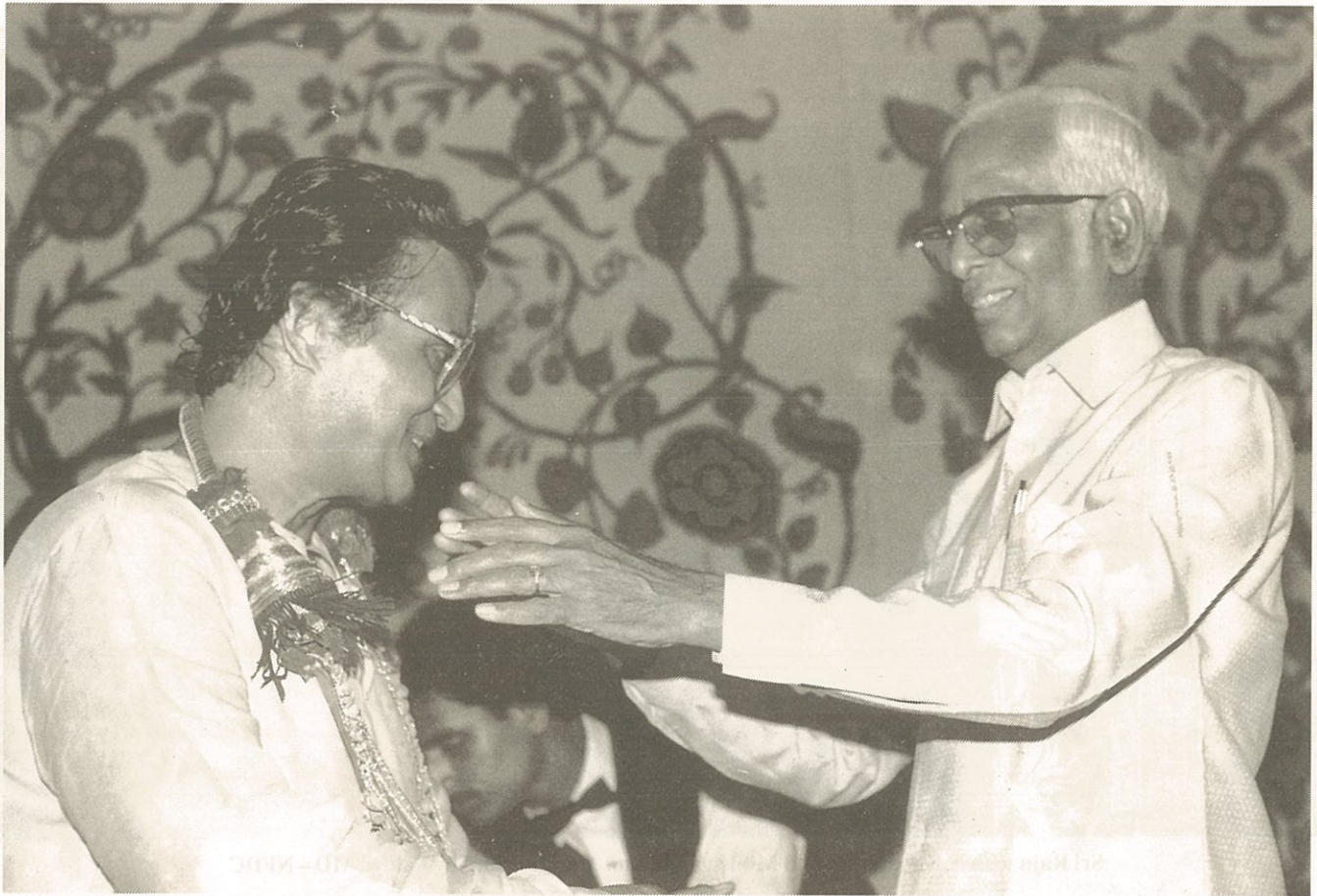


**Sri Raju garlanding Sri Vasanth Sathe I & B Minister (1980)**

**Sri P. Upendra, I & B Minister and Chief Minister Sri Bangarappa honouring Sri Raju at the inauguration of NFDC, Bangalore**



**Sri P. Upendra, I & B Minister announcing the appointment of Sri Raju as chairman NFDC at Calcutta Film Festival (1990)**



Sri Raju garlanding Sri Ajit Kumar Panja, I & B Minister (1992)



Sri Raju with Shri Subodh Khan Sahi, I & B Minister. Sri Ravi Gupta M.D. at the NFDC Office (1991)



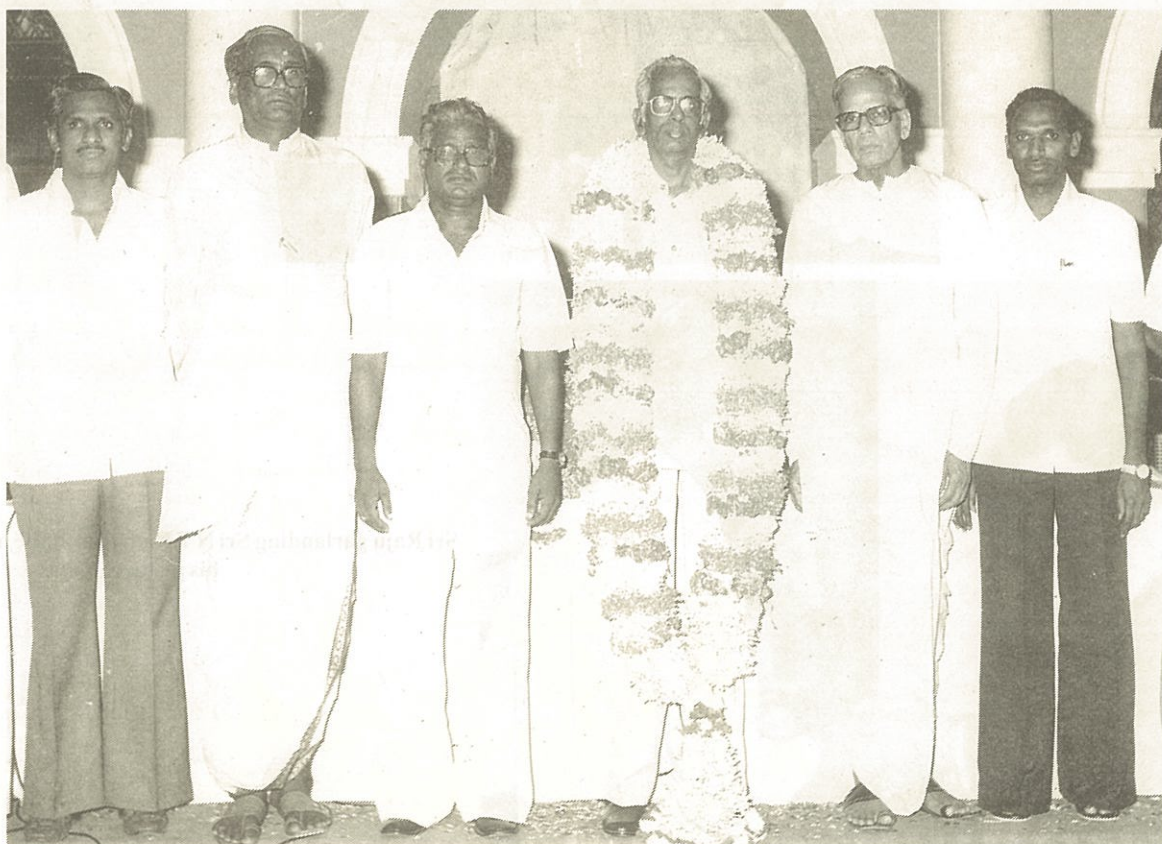
Sri Raju with N.K.P Salve, I & B Minister and Smt Malathi Tambay Vaidya MD – NFDC



Sri Raju, Founder President of APSFDC with the first Executive Committee members



Sri Raju and Board Directors at the APSFDC meeting



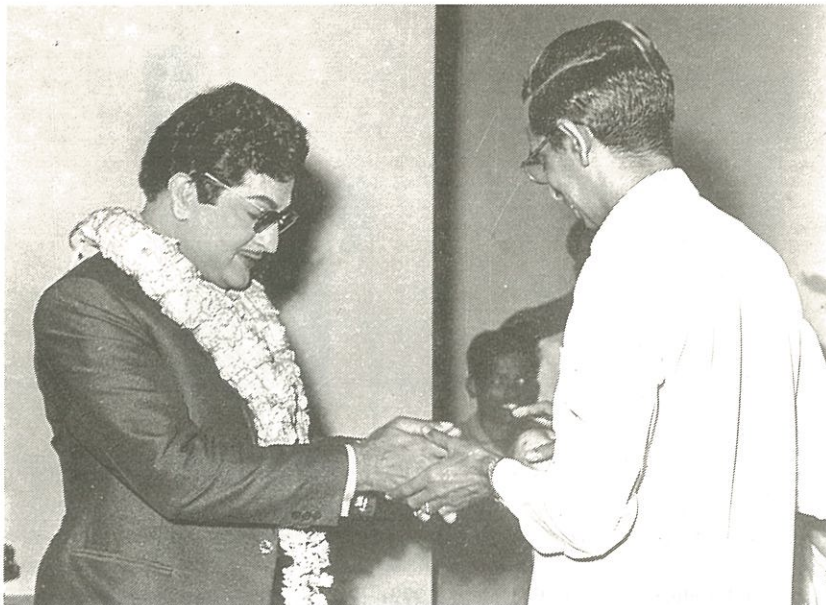
APSFDC honouring Sri Raju on his election as FFI President (1979)



Sri Raju at the recording  
muhurtam of his 'Mangamma  
Sapadham'



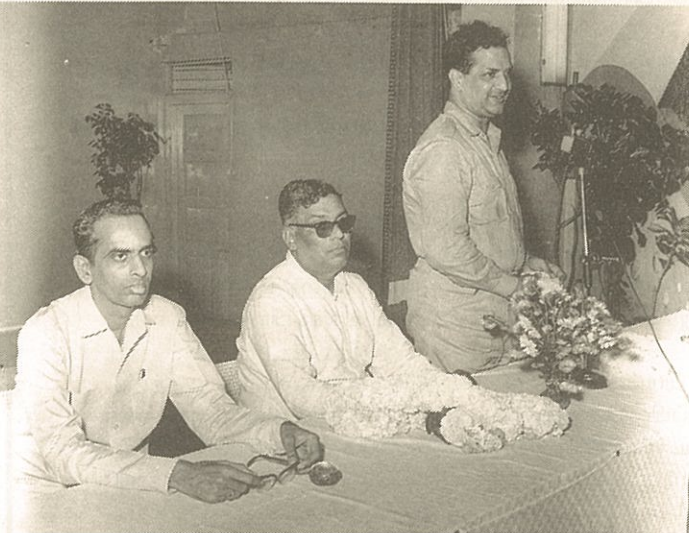
At the Muhurtam of a picture



Sri Raju garlanding Sri N T Ramarao at the muhurtam of  
his picture



**Sri DVS Raju with Sri Dilip Kumar, Rajendra Kumar and Dr Venkateswara Rao, AP Minister at the Delhi Film Festival**



**Sri Raju with Sri K. Lakmanan Babuji, Information Minister, AP and Sri NTR**



**Sri Raju with Sri Shyam Benegal**



**Sri Raju presenting a bouquet to Sri L. V. Prasad at a film muhurtham**

## திரையுலகின் வழிகாட்டி!

**தெ**ன்னிந்திய திரைப்பட வரலாற்றில் இன்று ஒரு பொன்நாள். நமது சினிமா உலகின் மிகப்பெரிய தலைவருக்கு பாராட்டு விழா எடுக்கிறோம். கடந்த நாற்பது ஆண்டுகளுக்கு மேலாக திரைஉலகின் பல அமைப்புகளின் முன்னோடியாக விளங்கியவருக்கு இன்று பாராட்டினைக் குவிக்கின்றோம். நமது திரைஉலகின் வழிகாட்டியை வணங்கி வழிபடுகிறோம்.

தென்னிந்திய திரைப்பட வர்த்தக சபையின் "கல்தூணுக்கு" பூஜையையும்-பூரிப்பையும் சமர்ப்பிக்கும் இந்த நல்ல நேரத்தில் அவருடன் எனக்கேற்பட்ட அனுபவங்களை பகிர்ந்துக் கொள்வதில் பெருமை அடைகிறேன்.

1985ஆம் ஆண்டு தமிழ் திரைஉலகம் மிக நெருக்கடியான சூழ்நிலையில் அகப்பட்டு விட்டது. பல ஆண்டுகள் திரைஉலகைச் சேர்ந்தவர்களே தமிழகத்தின் ஆட்சியை ஏற்று இருந்தாலும் ஆசியாவின் "ஹாலிவுட்" என்று போற்றப்பட்ட கோடம்பாக்கம் ஸ்டூடியோக்கள் மூடப்பட்டு-மொழி வாரியாக சினிமா உலகினர் பிரிந்து சென்று சினிமா உலகமே சீரழிந்து கொண்டிருந்த நேரம்.

தமிழ் சினிமா உலகின் பிரச்சனைகளை மத்திய-மாநில அரசுகளின் கவனத்துக்கு கொண்டு வந்து பரிகாரம் காண அமைப்பு முறையாக இல்லாத சூழ்நிலையில் உயர்திரு. டி.வி.எஸ். ராஜு அவர்களை அவருடைய அலுவலகத்தில் நானும் தமிழ் திரையுலக நண்பர்கள் சிலரும் சந்தித்தோம்.

நமது சினிமா உலக பிரச்சனைகளைத் தீர்க்க வலுவான ஸ்தாபனமாக விளங்கும் தென்னிந்திய திரைப்பட வர்த்தக சபை தமிழகத்தின் தலைநகரமான சென்னையில் இருப்பதால் இந்த அழைப்பின் முக்கிய தலைவர்களாக தமிழ்பட உலகினர் இருக்க வேண்டும் என்பதை அவரிடம் எடுத்துக் கூறினோம்.

எதையும் பொறுமையாக கேட்டு எளிமையாக தீர்க்கும் சபாவமுள்ள டி.வி.எஸ். ராஜு அவர்கள் பிரச்சனைகளை தெளிவாக கேட்டு தீர்வுகாண வழிவகுப்பதாக கூறினார். அந்த ஆண்டு தென்னிந்திய திரைப்பட வர்த்தக சபை வரலாற்றில் மிகப்பெரிய தேர்தல் நடத்த வேண்டியதாயிற்று. அதற்குமுன் முக்கிய பதவி ஒன்று-இரண்டைத் தவிர மற்ற பதவிகளுக்கு போட்டி இருந்ததில்லை. எனவே அனைவரின் கவனத்தையும் தேர்தல் ஈர்த்தது.

இந்த தேர்தல் முடிவுகள் சில தெளிவான தீர்வுகளைக் காண வழிவகுத்தது. தென்னிந்திய திரைப்பட வர்த்தக சபையில் தமிழ் திரைப்பட உலகின் பிரச்சனைகளைப் பரிசீலிக்க தனியாக குழுக்கள் அமைக்கப்பட்டன. பிரச்சனைகள் தமிழக அரசுக்கும்-மத்திய அரசுக்கும் எடுத்துச் சொல்லப்பட்டது.

இருந்தாலும் தேர்தல் மோதல்கள் தொடர்ந்து நீடித்தன! தென்னிந்திய திரைப்பட வர்த்தக சபை உடையும் சூழ்நிலை உருவானது! இதை தவிர்க்க பெரும் பாடுபட்டவர் உயர்திரு. டி.வி.எஸ். ராஜு அவர்கள்தான்.

தென்னிந்திய மொழிகளான தமிழ், தெலுங்கு, கன்னடம், மலையாளம் ஆகிய மொழிப் படப் பிரச்சனைகளுக்கு தீர்வுகாண அந்தந்த மாநிலங்களில் தனியாக அமைப்புகள் உருவாக்கப்பட்டன. இதனால் தென்னிந்திய திரைப்பட வர்த்தக சபை வலுவழிக்காமல் கட்டிக் காக்கப்பட வேண்டும் என்பதில் உறுதியாகப் பணியாற்றினார் ராஜு அவர்கள்.

மாநில அமைப்புகள் தனித்தனியாக அணுகினால் டெல்லியிலே இருக்கிற ஆட்சியும்-அதிகாரிகளும் பரிகாரம் காண வரமாட்டார்கள். அதற்கு ஒரே வழி வரலாறு படைத்த தென்னிந்திய திரைப்பட வர்த்தக சபை மூலம் பிரச்சனைகளை எடுத்துச் சொல்வதே முறை என்று வழிகாட்டிய பெருந்தலைவர் டி.வி.எஸ். ராஜு அவர்கள்தான். அவருடைய நல்லெண்ணத்தை புரிந்துகொண்டு அவருடன் இணைந்து பணியாற்ற முடிவெடுத்தேன். அதன் விளைவு இன்று தென் மொழிகள் ஒன்றுபட்டு படஉலகப் பிரச்சனைகளைத் தீர்க்க முடிகிறது.

உயர்திரு. டி.வி.எஸ். ராஜு அவர்கள் ஆந்திராவில் மிகப் பெரிய பாரம்பரியத்திற்கு சொந்தமானவர். அவருடைய தந்தை காங்கிரஸ் இயக்கத்தின் மூத்த தலைவர். மூன்று முறை பாராளுமன்ற உறுப்பினராக இருந்தவர். இந்த சிறப்புக்கள் நமது திரைஉலகிற்கு பெரும் துணையாக நின்றன. கடுமையான உழைப்பினால் தேசிய திரைப்பட வளர்ச்சிக் கழகத்தின் தலைவராக பதவி ஏற்றவர் டி.வி.எஸ். ராஜு. அவர் இந்த பதவிக்கு வந்த பிறகு தென் மாநிலங்களில் தேசிய திரைப்பட வளர்ச்சிக் கழக மையங்கள் உருவாயின. தனித்தனியே பட விழாக்கள், படத் தணிக்கைக் குழுக்கள் அமைக்கப்பட்டன.

ஆந்திர மாநிலத்தின் திரைப்பட வளர்ச்சிக் கழகத்தின் தலைவராக பொறுப்பேற்று, அவர் மதிப்பிற்குரிய முதலமைச்சர் திரு. என்.டி. ராமாராவ் அவர்கள் (ஏற்கனவே ஆட்சியில் இருந்தபோது) பெற்றுத் தந்த சலுகைகளும் இப்போது ஆந்திர படஉலகம் புதிதாகப் பெற்றுள்ள உதவிகளுக்கும் வழிவகுத்தவர் டி.வி.எஸ். ராஜு அவர்கள்.

இந்தியாவின் சுதந்திரத்திற்கு வழிகாட்டிய மகாத்மா காந்திக்கு நாம் காட்டுகின்ற நன்றி உணர்வைப் போல பல வகையில் இந்திய திரைப்பட உலகிற்கே வழிகாட்டியாக விளங்கும் திரு. டி.வி.எஸ். ராஜு அவர்களுக்கு அனைத்து திரைப்பட உலகினர் சார்பாகவும் நன்றியும் பாராட்டினையும் தெரிவித்துக் கொள்கின்றேன்.

"ஓற்றுமை"யின் சின்னமாக சினிமா உலகில் விளங்குகிற திரு. டி.வி.எஸ். ராஜு அவர்கள் தொடர்ந்து பல பதவிகளில் பணியாற்றி பாராட்டுப் பெற்ற நேர்மையாளர். உண்மையும்-உழைப்பும்-எளிமையும் அவர் வாழ்க்கையின் வெற்றிப்பாடிகளாக அமைந்தன. இந்த மாபெரும் திரைஉலகின் வழிகாட்டியை வணங்கி அவர் நீடுழி வாழ வாழ்த்துகிறேன்.

நன்றி! வணக்கம்.

**சிந்தாமணி எஸ். முருகேசன்,**

தலைவர்,

சென்னை-செங்கை எம்.ஜி.ஆர். மாவட்ட திரைப்பட விநியோகஸ்தர்கள் சங்கம், தலைவர், தமிழ்நாடு திரைப்பட வர்த்தக சபை.

## போற்றத்தக்க மாமனிதர்

ராஜு - வாழ்க!

பணம் புழங்குகிற தொழில் சினிமாத் தொழில்; அதனால் மனப்புழுக்கமும் நிரம்ப உண்டு அங்கே! ‘‘அவன் என்ன பெரியவனா?’’, ‘‘என்ன தெரியும் அவனுக்கு!’’, முதலாளி ரொம்பக் கோபக்காரர்!’’, ‘‘மூளையில்லாத பயல்லாம் ஏண்டா வற்றிங்க?’’ - இப்படிப்பட்ட பேச்சுக்கள் சாதாரணம். ஒரு படம் ஓடி விட்டால் விழா! அவன் பெரிய புத்திசாலி!! ஒரு படம் ஓடாவிட்டால், ‘‘அவனெல்லாம் படம் எடுக்க இலாயக்கில்லை சார்’’ என்கிற ஏச்சு, பேச்சு! மனித சுபாவங்களை இயக்குகிற- அதுவும் பணமூலம் நசுக்குகிற- தொழில் என்பதால், புகழ்ச்சியும் பொங்கும்! இகழ்ச்சியும் தோரணம் கட்டும்!! ‘‘முகஸ்துதி’’ முர சொலிக்கும். ‘‘ஏஎனம்’’ எதிரொலிக்கும்.

இப்படிப்பட்ட ஒரு தொழிலில் பல்லாண்டு காலம் எந்த வித விமர்சனத்துக்கும் ஆளாகாமல், ‘‘நல்லவர்’’ என்கிற பெயரோடு விளங்குபவர் எனது நண்பர் டி.வி.எஸ். ராஜு ஆவார். சுமார் 25 ஆண்டுகளாக அவரை அறிவேன். அவர் வெற்றிப் படங்கள் எடுத்த போதும் சரி, சில படங்கள் வெற்றி வாய்ப்பை இழந்த போதும் சரி, எந்தச் சலனமும் இல்லாமல் அப்படியே தான் இருப்பார். இது சாத்தியமானது அல்ல! ஆந்திராவில் இராஜமகேந்திரபுரத்துக்கு ( Rajamundhry) அருகில் செல்வச் செழிப்பான குடும்பம் அவருடையது. நான் தெலுங்குப் படத் தயாரிப்பாளராயிருந்த பொழுது அவர் ஆசிர்வதித்த ஐதரபாத் தயாரிப்பாளர்கள் சங்கம், விஜயவாடா சங்கம் முதலியவைகளில் எல்லாம் கலந்து கொண்டிருக்கிறேன்; அவருக்கென்று தனி மரியாதை தரப்படுவதைக் கண்டிருக்கிறேன். நான் தென்னிந்திய திரைப்படச் சங்கத் துணைத் தலைவனாகியிருந்த போதும் பார்த்திருக்கிறேன், எந்தப் பிரச்சனையிலும் அவரது பேச்சில் நிதானமும் தெளிவும் தெரியும். அவர் அகில இந்திய அளவில் உயர்ந்ததும், NFDCயின் தலைவராயிருந்ததும் சாதாரணமான காரியங்களல்ல! தனக்கல்ல, இந்த வாய்ப்புகள் மூலம், நமக்கெல்லாம் புகழ் பெற்றுத் தந்தார். ஆந்திர - மலையாள - கன்னட- தமிழக - திரைப்படச் சங்கங்கள் அவர் காலத்தில் முளைத்து வளர்ந்தன என்றாலும் அந்த நான்கு கிளைகளும் என்றைக்கும் தென்னிந்திய திரைப்பட சம்மேளனத்தை கட்டிக் காக்கும். அவருடைய திறமையும் அன்பால் அணுகும் தன்மையும் போற்றத்தக்கதாகும். சினிமா உலகில் மட்டுமல்ல தனிப்பட்ட முறையிலும் எங்கள் இரண்டு குடும்பங்களுக்கும்மிடையில், சினிமா உலகில் நானில்லாத இன்றும், நிலவும் நட்பு மிகப் பெரியது. ராஜு ஒரு பெரிய மனிதர் - கனவான் - கண்ணியவான். அவர் வாழ்க! வாழ்க!

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## திரைப்படத் துறையின் ‘தந்தை’

மதிப்பிற்குரிய பெரியவர் D.V.S. ராஜு அய்யா அவர்கள் திரைப்படத் துறையில் நான்கு தலைமுறையாக கடினமாக பணிகளை, பிரச்சினைகளை, தன் தலைமேல் தூக்கி வைத்துக் கொண்டு, அவைகளுக்கு சிறப்பான முறையில் தீர்வு கண்டு, தான் இந்தியத் திரைப்படத் துறையின் ‘தந்தை’ என்பதை, செயல்பூர்வமாக நிரூபித்து வருகிறார்கள்.

தென்னிந்திய வர்த்தக சபையின் தலைவராகவும், இந்தியத் திரைப்பட சம்மேளனத்தின் தலைவராகவும், இந்தியத் திரைப்பட வளர்ச்சிக் கழகத்தின் சேர்மனாகவும் பணியாற்றி, இந்திய ஒருமைப்பாட்டுக்கு எடுத்துக் காட்டாக செயல்பட்டார்கள்.

பலபேர் பதவிகளில் இருக்கும்போது பணியாற்றுவார்கள். பதவிகள் இல்லையானால் ஒதுங்கிக் கொள்வார்கள். ஆனால் உயர்திரு D.V.S. ராஜு அய்யா அவர்கள் எந்த நிலையிலும் தன் சேவையை முழு ஈடுபாட்டோடு பரிபூரணமாகச் செய்து வருகிறார்கள்.

அவருக்கு மத்திய அரசிலும், ஆந்திர அரசிலும், தமிழக அரசிலும் செல்வாக்கு உண்டு. அதன் மூலம் திரைப்படத் துறை செல்வாக்குப் பெற உதவுகிறார்கள். அவருக்குள்ள சொல் ஆற்றல், பிரச்சினைகளைத் தீர்க்கும் பாங்கு, எது பற்றியும் வாதிடும் திறன், அவரின் கை விரல் நுனியில் திரைப்படத் துறையின் புள்ளி விவரங்கள், திறமை உள்ளவர்களைக் கண்டுபிடித்து அவரிடம் பொறுப்புகளை ஒப்படைப்பது, இப்படி எத்தனை எத்தனையோ திறமைகளைத் தன்னோடு வைத்துக் கொண்டு சிறந்த முறையில் செயல்பட்டு வருகிறார்கள்.

அவருக்கு ‘பீஷ்மா’ விருது கொடுத்து கௌரவிப்பதின் மூலம் திரை உலகம் அவருக்கு தன் நன்றியைத் தெரிவித்துக் கொள்கிறது, அவர்களுக்கு என் வணக்கங்களை - பாராட்டுக்களை நன்றியை இதய பூர்வமாகத் தெரிவித்துக் கொள்கிறேன்.

**இயக்குநர் எஸ்.பி. முத்துராமன்**

# భారత చలన చిత్ర పరిశ్రమ అజాత శత్రువు శ్రీ డి.వి.యస్. రాజు

1950వ సంవత్సరంలో మద్రాసు మహానగరంలో లిటో ప్రింటరుగా వ్యాపార రంగంలో అడుగు పెట్టి ఆనాటి తెలుగు చలన చిత్ర పరిశ్రమలోని ప్రముఖ కథానాయకుడు శ్రీ ఎన్.టి. రామారావుగారితో పరిచయం ఏర్పడి, వారి చిత్ర నిర్మాణంలో భాగస్వామిగా చేరి తద్వారా చిత్రపరిశ్రమలో ప్రవేశించారు. కొద్ది కాలం తర్వాత డి.వి.యస్. ప్రొడక్షన్స్ పేరుతో స్వంత నిర్మాణ సంస్థను ప్రారంభించి ఇప్పటివరకు వివిధ భాషలలో మూడు 25 చిత్రాలకు పైగా నిర్మించారు.

1966లో చలన చిత్ర పరిశ్రమకు తలమానికమైన దక్షిణ భారత చలన చిత్ర వాణిజ్య మండలికి కార్యదర్శిగా ఎన్నికయి ఛేంబరులో ఒక థియేటర్ను ఒక భవన నిర్మాణానికి కారకులయినారు. 1977-78 ఛేంబర్ అధ్యక్షులుగా ఎన్నికయి అప్పటి నుంచి 4 భాషలకు సంబంధించిన ఛేంబర్ కనుక అధ్యక్షపదవి నాలుగు భాషల వారికి సమంగా రావడం ధర్మమని ఒక్కొక్క భాషకు ఒక్కొక్క సంవత్సరం ఉండే విధంగా (తమిళ, తెలుగు, కన్నడ, మలయాళం) నిబంధనలను మార్చి అందరికీ న్యాయం జరిగేలా చేశారు. ఆపదవికి మరోసారి వారిని ఎన్నుకోవడానికి ప్రయత్నిస్తే కాదని మరొకరికి అవకాశం కల్పించిన ఆదర్శవ్యక్తి శ్రీ రాజుగారు! భారత చలన చిత్ర మండలికి (ఫిలిమ్ ఫెడరేషన్ ఆఫ్ ఇండియా) అధ్యక్షులుగాను 79-80లో జాతీయ చలన చిత్ర అభివృద్ధి సంస్థకు (NFDC) 80-83సం॥లో మొదటి చైర్మన్ గా నియమించబడి, ప్రతిష్టాత్మకమైన 'మహాత్మాగాంధీ' చిత్రమును ఇంగ్లీషు - హిందీ భాషలలో నిర్మించి దాని నుంచి వచ్చిన లాభంలో పరిశ్రమలోని వృద్ధ కళాకారులకు - నెలసరి భత్యమును - విద్య - వైద్య సదుపాయములను కలుగజేసిన ఉదారస్వభావులు- అదే NFDC సంస్థకు రెండవసారి కూడా చైర్మన్ గా ప్రభుత్వం వారు నియమించటం జరిగింది. ఆంధ్రప్రదేశ్ ఫిలిం డెలవ్ మెంటు కార్పొరేషన్ చైర్మన్ గా, రెండు పర్యాయములు వారి సేవలందించి, తెలుగు పరిశ్రమ అభివృద్ధికి ఎంతో కృషి చేశారు.

కష్టకాలంలో అర్ధించి వచ్చిన ఆర్తులకు ఆర్థిక సహాయము అందించే దయాశీలి!

శ్రీరామునిలోన, శాంత గుణము - నిర్మలత్వము ప్రశాంతతలను-

శ్రీ కృష్ణునిలోని రాజకీయ చతురత, ఎత్తుకు పై ఎత్తు - శక్తి యుక్తులను కలిగిన వ్యక్తిత్వం రాజుగారి ప్రత్యేకత!

1952లో కలిసిన నాటి నుండి నేటి వరకు మా పరిచయం, స్నేహంగా - సన్నిహితంగా సోదరభావంతో, ప్రేమాభిమానాలతో అనురాగానుబంధాలతో దిన దినాభివృద్ధి చెందుతూ వచ్చిందనడం అతిశయోక్తి కాదు అదిమాకు ఎంతో ఆనందం రాజుగారు చలన చిత్ర పరిశ్రమకు చేసిన - చేస్తున్న నిస్వార్థ, నిష్కలంకసేవకు తగిన గుర్తింపుగా 'భీష్మ' అవార్డు లభించడం ఎంతో అభినందనీయం ఆనందదాయకం! వారికి ఆయురారోగ్య ఐశ్వర్య ఆనంద సంపదలను ప్రసాదించాలని భగవంతుని ప్రార్థిస్తున్నాను. ఈ కార్యక్రమమును తలపెట్టి - నిర్వహిస్తున్న ఈ సౌత్ ఇండియన్ ఫిలిం ఛేంబర్ ఆఫ్ కామర్స్ వారికి అభినందనలు

ఇట్లు

అట్లూరి పుండరీ కాక్షయ్య

# FRIEND, PHILOSOPHER AND GUIDE

శ్రీ డి.వి.ఎస్. రాజుగారిది సాంప్రదాయకమైన రైతు కుటుంబం. అంతేకాదు, దేశభక్తుల కుటుంబం. వారి తండ్రిగారు దాట్ల బలరామ్ రాజు గారు స్వాతంత్ర్య సమరంలో పాల్గొన్నవారు; చాలా సంవత్సరాలు పార్లమెంట్ సభ్యులుగా ప్రజాసేవ చేసినవారు. 1967లో పార్లమెంట్ లో వారి సహ సభ్యుణ్ణిగా ఉండే అవకాశం నాకు లభించింది. డి.వి.ఎస్. రాజు గారికి దేశాభిమానం, సామ్యవాద దృక్పథం చిన్నతనం నుండే సిద్ధించాయి. కాలేజీలో చదివే రోజులలో ఆయన విద్యార్థి ఉద్యమాలలో, యువజనోద్యమాలలో చురుకుగా పాల్గొనేవారు. అయితే తరువాత తరువాత క్రమంగా ఆయన తమ దృష్టిని రాజకీయాల నుండి వ్యాపార రంగంవైపు మళ్ళించారు.

వారి వ్యాపార జీవితం నేషనల్ లిత్ ప్రెంటర్స్ సంస్థతో ప్రారంభమై, సినిమా పరిశ్రమతో పరిచయానికి దారితీసింది. తర్వాత చలనచిత్ర నిర్మాణ రంగంలోనికి ప్రవేశం కల్పించింది. అనతి కాలంలోనే ఆయన ప్రసిద్ధ నిర్మాతలలో ఒకరుగా ఎదగడం జరిగింది. దక్షిణ భారతంలో అన్ని భాషలలోనూ చిత్ర నిర్మాణం కొనసాగించిన, అభిరుచి, చిత్తుశుద్ధి కలిగిన అగ్ర నిర్మాతలలో రాజుగారు ముఖ్యులు.

సినిమా జీవులకు ఆవేశాలు, ఉద్దేశాలు ఎక్కువ. అందువలన వారిలో PRIDE AND PREJUDICES కూడా ఎక్కువ స్థాయిలోనే ఉంటాయి. అవి వైర్యాలకూ, వైషమ్యాలకూ దారితీయడం కద్దు. వాటికి అతీతంగా మసలుకోగలిగిన వ్యక్తులు సినిమా రంగంలో చాలా అరుదుగా వుంటారు. అలాంటి అరుదైన వ్యక్తుల్లో రాజుగారు ఒకరు. 'అజాత శత్రువు' అనిపించుకున్నవారు.

'దక్షిణ భారత ఫిలిం వాణిజ్య మండలి' చిత్ర నిర్మాతలకే కాక, పంపిణీదారులకూ, ప్రదర్శకులకు కూడా ప్రతినిధి సంస్థ. చిత్ర రంగంలోని కళాకారులూ, సాంకేతిక నిపుణులూ, కార్మికులు మొదలైన అన్ని వర్గాలనూ సమీకరించి, వారి వారి ప్రయోజనాలను సమన్వయపరిచే గురుతర బాధ్యత కలిగిన సంస్థ. మరొకవైపు ప్రభుత్వంలో సంబంధాలు పెట్టుకొని, చర్చల ద్వారా సంప్రదింపుల ద్వారా ప్రభుత్వ స్థాయిలో చిత్రరంగ ప్రయోజనాలను కాపాడడానికి నిరంతరం కృషి సాగించవలసిన సంస్థ. అటువంటి సంస్థకు దీర్ఘకాలం అధ్యక్ష బాధ్యతలు స్వీకరించి, ఎనలేని సేవలందించి, ఆ సంస్థ చరిత్రలో 'త్రిమూర్తులు'గా నిలిచిపోయిన వారు ముగ్గురు : స్టార్ కంబైన్స్ రామయ్య గారు, పి. పుల్లయ్య గారు, డి.వి.ఎస్. రాజు గారు. అటువంటి అనన్య స్థానాన్ని, గౌరవాన్ని సంపాదించుకోగలగడం, రాజుగారి ప్రతిభకూ, దక్షతకూ తార్కాణం. అదే విధంగా, నేషనల్ ఫిలిం డెవలప్ మెంట్ కార్పొరేషన్ లో గానీ, మరే ఇతర హోదాలోగానీ, రాజుగారు తమ విశిష్టమైన శైలిలో విశేషమైన కృషి చేసి, అందరి మన్ననలకూ పాత్రులైనారు.

అసలీ హోదాలు ఉన్నా, లేకపోయినా, డి.వి.ఎస్. రాజుగారికి చిత్ర పరిశ్రమలో ఒక ప్రత్యేక స్థానం ఉంది. ఆయన అందరికీ కావాలి. ఎవరికి ఏ సమస్య ఏర్పడినా - అది వ్యక్తిగతమైందే కానీండి, సంస్థాగతమైందే కానీండి - దాన్ని పరిష్కరించుకోవడానికి రాజుగారి సహాయాన్ని, సహకారాన్ని ఆర్థించడం, తద్వారా కృతకృత్యులు కావడం, చిత్ర పరిశ్రమలో ఒక ఆనవాయితీ అయింది. ఆయన 'పెద్ద మనిషితనం' అందరికీ ఒక తరగని అండ.

వ్యక్తిగా రాజుగారు బహు సౌమ్యులు. ఇన్ని సంవత్సరాలలో, ఆయన కనీసం చిరాకుపడడమైనా, ఒకటి రెండు సారుల కంటే నేను చూడలేదు. అలాగే ఆయన ఓర్పుకీ, నిబ్బరానికీ కూడా హద్దులు లేవు. ఎన్ని గంటలైనా, ఎన్ని రోజులైనా, పరిశ్రమకు సంబంధించిన కార్యకలాపాల్లో ఆయన విసుగు లేకుండా పాల్గొనగలరు; ఫలితాలు సాధించగలరు. COOL HEAD AND CLEAR VISION ఆయన సహజ లక్షణాలు. ముఖ్యంగా చర్చలలో, సంప్రదింపులలో రాజుగారి చైఖరి - ఇతరులందరికీ ఆదర్శప్రాయం. ఎదుటివారి వాదనను కూలంకుషంగా వినడంలోనూ, తన వాదనను సవిమర్శకంగా వినిపించి, సచ్చచ్చెప్పడంలోనూ రాజుగారికున్న నేర్పు అసాధారణమనే చెప్పాలి. ఆయనది సంపన్నమైన వ్యక్తిత్వం.

ఇప్పుడు 'భీష్మ' పురస్కారం డి.వి.ఎస్. రాజు గారిని వరించింది. ఇది అందరూ ఆనందించే సంఘటన. ఆ ఆనందంలో నేనూ పాలుపంచుకుంటున్నాను.

ఎన్ని పురస్కారాలైనా రాజుగారి వ్యక్తిత్వం అర్థమైనదే! అంతేకాదు, అన్ని పురస్కారాలకూ అతీతమైంది కూడా! FRIEND, PHILOSOPHER AND GUIDER గా రాజుగారు మనందరి మధ్య ఇతోధిక గౌరవదరాలతో కొనసాగుతూ ఉండాలని నా ఆకాంక్ష! అదే పరిశ్రమకు పదివేలు!

రచన : డాక్టర్ కె. జగ్గయ్య

# ഞാനറിയുന്ന ശ്രീ D.V.S. രാജു

## By T.K. ബാലചന്ദ്രൻ

ഞാൻ എന്റെ ചിത്രനിർമ്മാണം 1973ലാണ് ആദ്യമായി തുടങ്ങിയത്. അക്കാലം തന്നെ ഞാൻ സൗത് ഇന്ത്യൻ ഫിലിം ചേമ്പർ അംഗമായി. അക്കാലം മുതൽ ശ്രീ D.V.S. രാജുവിനെ പരിചയപ്പെടുകയും ചേമ്പർ സംബന്ധപ്പെട്ട എല്ലാ കാര്യങ്ങളിലും ബന്ധപ്പെടുകയും ചെയ്തിരുന്നു.

ശാന്തൻ, സൗമ്യശീലൻ, സ്വന്തം അഭിപ്രായങ്ങളിൽ ഉറച്ചു നിൽക്കുന്ന സ്വഭാവക്കാരൻ, ആത്മാർത്ഥ സുഹൃത്ത്, അഹങ്കാരം ലവലേശം ഇല്ലാത്ത വ്യക്തി, ശത്രുവിനെയും മിത്രങ്ങളെയും തിരിച്ചറിയുകയും അതിനു തക്കവണ്ണം പെരുമാറുകയും ചെയ്യുന്ന സ്വഭാവം, മിതഭാഷി, അഖിലേന്ത്യതലത്തിൽ സ്തുത്യർഹമായ വിധം സേവനം അനുഷ്ഠിയ്ക്കുകയും ചലച്ചിത്ര വ്യവസായരംഗത്ത് വ്യക്തിമുദ്ര പതിപ്പിയ്ക്കുകയും ചെയ്ത വ്യക്തി, ഈ അഭിനന്ദനീയമായ സ്വഭാവവിശേഷങ്ങൾ എന്തെങ്കിലും അദ്ദേഹത്തോട് കൂടുതൽ അടുപ്പിയ്ക്കുകയും ഞങ്ങളുടെ സ്നേഹബന്ധം നിലനിർത്തുകയും ചെയ്തു.

തെലുങ്ക് സിനിമാ രംഗത്ത് അവിസ്മരണീയമായ വിധം ചിത്രങ്ങൾ നിർമ്മിച്ച് പേരും പെരുമയും നേടുന്ന ശ്രീ D.V.S. രാജു എന്റെ വീക്ഷണത്തിൽ ഒരതിശയപ്രതിഭാസമാണ്. കാരണം അദ്ദേഹത്തിന്റെ ദിനചര്യകളിൽ ഏറിയ ഭാഗവും സംഘടനകൾക്കു വേണ്ടി അദ്ദേഹം ചെലവാക്കുന്നു. വിശിഷ്ട സൗത് ഇന്ത്യൻ ഫിലിം ചേമ്പറിനുവേണ്ടി. ആകെ ഒരു തവണയേ അദ്ദേഹം ചേമ്പർ പ്രസിഡൻറായി ഇരുന്നിട്ടുള്ളൂ എന്നാണ് എന്റെ അറിവ്. പക്ഷെ കൊല്ലംതോറും "Veteran" ലിസ്റ്റിൽ അദ്ദേഹത്തെയും ഉൾക്കൊള്ളിയ്ക്കാറുണ്ട്. അതുകൊണ്ടു തന്നെ അദ്ദേഹം പങ്കെടുക്കാത്ത വളരെ ചുരുക്കം യോഗങ്ങളേ ചേമ്പറിൽ നടന്നിട്ടുള്ളൂ. ഒരു തവണ പ്രസിഡൻറായി കഴിഞ്ഞാൽ പിന്നീട് അടുത്തുതന്നെ മേൽവിലാസം അന്വേഷിച്ചു പിടിയ്ക്കേണ്ട ഗതികേട് വന്നിട്ടുള്ള ഇക്കാലത്ത് D.V.S. ന്റെ വ്യക്തിത്വവും സേവനം തൽപരതയും എടുത്തു പറയാതിരിയ്ക്കാൻ നിവൃത്തിയില്ല. ചേമ്പറിന്റെ ഏതു കാര്യത്തിനും ഏതു സമയവും നൂറുശതമാനം ആത്മാർത്ഥതയോടെ സേവനം അനുഷ്ഠിയ്ക്കുന്ന ആ മനുഷ്യനെ ഞാൻ ബഹുമാനിയ്ക്കുന്നു, സ്നേഹിയ്ക്കുന്നു.

തെക്കെ ഇന്ത്യയിലെ നാലു ഭാഷാ സിനിമാ വ്യവസായത്തിന്റെയും ശക്തമായ ഒരേ സംഘടനയായി ഇന്ത്യയ്ക്കൊരു മാതൃകയായി നിലകൊള്ളുന്ന സൗത് ഇന്ത്യൻ ഫിലിം ചേമ്പർ ആഫ് കോമേഴ്സ് കയ്യടക്കാനും പിടിച്ചു പറ്റാനും അരയും തളയും മുറുകി ചിലർ രംഗത്തു വന്നപ്പോൾ അക്ഷോഭ്യനായി, അതേ സമയം അചഞ്ചലനായി, നിലകൊണ്ട D.V.S.നെ ഞാൻ ഓർമ്മിയ്ക്കുന്നു. എങ്ങിനെയും അദ്ദേഹത്തെ പുറത്താക്കിയാൽ സ്വാർത്ഥതാൽപര്യങ്ങൾക്ക് വിജയം വരിയ്ക്കാമെന്ന് മനപ്പായസം കൂട്ടിച്ചവരെ അദ്ദേഹം മണ്ണു കപ്പിച്ചു. കുറെ ആളുകൾ ചേമ്പറിൽ എന്തൊക്കെയോ കൃഷ്ടങ്ങൾ നടക്കുന്നു എന്നൊരു എറമറ സൃഷ്ടിച്ച് പ്രശ്നം അന്നത്തെ മുഖ്യമന്ത്രിയുടെ മുന്നിൽ എത്തിച്ചു. D.V.S. ന്റെ ക്ഷണപ്രകാരം ഞാനും D.V.S. നോടൊപ്പം മുഖ്യമന്ത്രിയെ കാണാൻ പോയിരുന്നു. ഞങ്ങളുടെ ന്യായവാദങ്ങൾ ഒന്നൊന്നായി നിരത്തി യാഥാർത്ഥ്യം മനസ്സിലാക്കിയ മുഖ്യൻ തനിയ്ക്ക് അഭിപ്രായം പറയാൻ രണ്ടു ദിവസം സമയം വേണമെന്ന് പറഞ്ഞ് തൽക്കാലം തടിയ്ക്കി. അതങ്ങിനെ ആറിതണുത്തു. D.V.S. ന്റെ അന്നത്തെ സ്ഥിതിയിൽ ഞാനാണെങ്കിൽപോലും "ധനനഷ്ടവും മാനഹാനിയും ഫലം എന്നു ജാതകഫലം" പറയുന്നപോലെ പൊതുസേവനം ഭാണ്ഡം കെട്ടിയേനെ. പക്ഷെ D.V.S. മുന്നിലും അധിക വീരോടെ അതേ സമയം നിശ്ശബ്ദനായി അക്ഷോഭ്യനായി അദ്ദേഹത്തിന്റെ സേവനം മുന്നോട്ട് നീങ്ങി.

ഈ മനുഷ്യനെപ്പോലൊരു നിസ്വാർത്ഥ സേവകൻ ചേമ്പറിന്റെ പിന്നിൽ ഇല്ലായിരുന്നു എങ്കിൽ ചുവരുകൾ പൊട്ടിച്ച് ആളുകൊരു കല്ലുമായി പിരിഞ്ഞുപോയേനെ എന്ന് ഞങ്ങൾ സുഹൃത്തുക്കൾ നേരമ്പോക്കായും അതേസമയം കാര്യമായും സംസാരിയ്ക്കാറുണ്ട്.

ജനാധിപത്യരീതിയിൽ കൊല്ലംതോറും നടത്താനുള്ള തെരഞ്ഞെടുപ്പിൽ നാലു ഭാഷക്കാർ പരസ്പരം മത്സരിയ്ക്കാൻ തുടങ്ങിയാൽ ഒന്നോ രണ്ടോ ഭാഷക്കാരല്ലാതെ മറ്റാരും ചേമ്പർ ആഫീസ് കാണാൻ സാദ്ധ്യമല്ല. ഈ സ്ഥിതി മനസ്സിലാക്കിയ ശ്രീ D.V.S. എല്ലാവരുമായി ആലോചിച്ച് ഓരോ കൊല്ലവും ഓരോ ഭാഷക്കാർ പ്രസിഡൻറായി വരണമെന്നും, മറ്റു ഭാഷക്കാർ അങ്ങിനെ വരുന്നവരുമായി മത്സരിയ്ക്കരുതെന്നും ചേമ്പറിന്റെ നിയമാവലിയിൽ എഴുതിച്ചേർത്ത് ജനറൽ ബോഡിയിൽ പാസ്സാക്കി എടുത്തു. അതിന്റെ ഫലമായാണ് ഓരോ കൊല്ലവും മലയാളം, തെലുങ്ക്, കന്നട, തമിഴ് എന്നീ ഭാഷയിലെ വ്യക്തികൾ പ്രസിഡൻറായി വരാൻ കഴിയുന്നത്. അതുകൊണ്ടുണ്ടായ നേട്ടം ചേമ്പറിന്റെ നടത്തിപ്പു കാര്യങ്ങളിൽ എല്ലാവരും കൂടുതൽ ശ്രദ്ധ ചെലുത്താനും പങ്കു കൊള്ളാനും ഉത്സുകരാകുന്നു. ഇതിന്റെ 'ക്രൈഡിറ്റ്' മുഴുവനും D.V.S.നുള്ളതാണ്. അത് നിഷേധിയ്ക്കാൻ ആർക്കും സാദ്ധ്യമല്ല.

ഈ രീതിയിൽ തൊഴിലിനും സംഘടനയ്ക്കും സ്ഥിരമായ നിലനിൽപ്പ് ഉണ്ടാക്കിക്കൊടുത്ത ശ്രീ D.V.S. രാജുവിന് അഭിനന്ദനങ്ങളും ആശംസകളും കോരിചൊരിഞ്ഞു കൊണ്ട് എന്റെ ഈ ചെറുലേഖനം നിർത്തുന്നു.

## THE UNLIKELY PATRIARCH

I met him twenty five years ago when we organised the first All India Film Industry Conference to mark the silver jubilee of the Karnataka Film Chamber of Commerce. The Chamber celebrated 'it's' golden jubilee a few months ago. In the period D.V.S. Raju has grown into the patriarch of the South Indian Film Industry. But what an unlikely patriarch.

A patriarch is some one who has obviously domineering personality, whose words are law, who has a touch of the megalomania of a leader, who is always accompanied by a crowd of sycophants. In other words he is the conventional 'leader' we see all around us in all walks of life in India.

Well Raju just does not fall into this picture. To begin with he is a loner. He doesn't push himself. Never hogs the mike. Is a very patient listener. And most importantly has no ego hassles the hallmark of a patriarch otherwise. This does not mean that he functions without a plan. On the contrary, he functions strictly according to plan-but proceeds to implement it without any consideration of self interest. His patient listening allows him to a depth of understanding of the motives, indeed the personality portrait of each individual. As in an intricate chess game he will allow these forces to play each other out gently guiding the result towards the ultimate good of the film industry. The objective is achieved. The means are laudable.

In the process natural leaders are thrownup into prominence. Since Raju has no ego hassle every leader who is thus thrownup ends up not only admiring him for his selflessness but begins to rely on his guidance and advice. And thus are these leaders lifelong friends of Raju. Without meaning any disrespect contrast this situation with that, say, of Bombay. Raju could have been a President of the South Indian Film Chamber of Commerce any number of times and could have always been the choice of the South as the President of the Film Federation of India like G.P. Sippy from Bombay, Santosh Singh Jain from CPCC. That he makes a deliberate attempt to mobilise support for some one else each time and every time who has the requisite talent - considering himself as no option at all, is what has prompted the South Indian Film Chamber of Commerce to honour him spontaneously as the premiere "BHEESHMA" of the Film industry.

Long may his services be available to our constantly warring film community. He is symbol of unity.

M. BHAKTAVATSALA

## HIS MAGICAL WINNING WAYS

If I remember correctly, it all happened 3 decades ago. There was a move to control the number of film productions. Admission of new producers was expected to be subject to regulations. Nothing else was needed to create panic among the newcomers to this industry. This move synchronised with the Annual Elections of the South Indian Film Chamber of Commerce. All the Bigwigs en block were contesting for positions. First time in the history of the South Indian Film Chamber of Commerce their members from Bezwada to Nagercoil were thronged in front of the polling booths of the Chamber, paying T.A. for voters wherever necessary. Interested parties went to the extent of remitting even arrears of subscription for many. Men & cars of big companies were hectic to get voters to form long queue in front of the polling booths at the Chamber.

Democracy prompted a team of youngsters to take this a Challenge. They volunteered to protect the interests of the commoner. They set up their own candidates. Their followers were so committed that they did not wait for any body to pay for the arrears of subscription nor wait for any vehicle. Voting became very brisk.

Evening breeze cooled the overcrowded lawn of the Chamber, awaiting the results of the elections which was to decide on the fate of the regulations proposed to be imposed on the newcomers.

Every ten minutes the applause was so pronounced denoting the success of the democratic candidates defeating many veterans. The success of these commoners even humiliated a few stalwarts to resign after getting elected. The Leader of this team of Democratic Youngsters who come forward to protect these commoners was nobody excepting our Sri. DVS Raju who had pledged himself to be a man always thereafter with the commoner.

All these decades he was totally committed to his work for the commoner in whatever assignment he was placed in and at the same time magically winning the admiration of all alike. To my knowledge, nobody in one life time has done so much as Sri. DVS Raju to resurrect and enrich this creative medium.

I whole-heartedly congratulate Sri. DVS Raju on this happy occasion of conferring the prestigious Bhishma Award on him and I pray Almighty to shower on him His choicest blessings.

Along with the Recipient of this Award, I feel like congratulating the team that selected this Award to be conferred on Sri. DVS Raju, since no other title than BHISHMA would have suited him better for the Pledge (PRATIGNJA) he had taken 3 decades ago to be with the Commoner which Pledge he continues all these decades protecting the Welfare of the Common folk of producers of all the States alike with no discrimination,

Well Done Sri. Raju, Keep it Up.

T.E. VASUDEVAN

## A COLOSSUS WHO RODE INDIAN FILM STAGE

August 28, 1995

Shri. D.V.S. RAJU is honoured with BHISHMA AWARD. Indeed it is highly commendable. We congratulate him on this happy occasion being the first Awardee. He is like a colossus who rode the Indian film stage with a vast vision and ability to look into any situation with a proper perspective. We, the cine-workers know him not as a Film Producer only, but a person who always was and is sympathetic to the workers' cause. He is a person who is committed to principles and never compromised on them. Many a time he was a successful arbitrator between the Film Producers' body and that of cine-workers. Unmindful of film personalities, big or small, he always used to measure the present situation with whatever prevailed earlier though there could be a likelihood of the present situation triggering off a boisterous turbulence in the relationship of the Film Producer and Cine-worker.

There was a crisis when the cine-workers insisted that they would work with only members of their affiliated craft unions on member to member basis which was not cherished by the Employers. Sri. D.V.S RAJU took upon himself the task of convincing the Producers that this would help them to have disciplined workers and thus came into existence the clause into the agreement.

"This agreement shall be exclusively between SIFCC and FEFSI. Producers who are the members of SIFCC shall engage only members of the Affiliated unions of FEFSI for their Production work and like wise members of FEFSI shall work with only Producer members of SIFCC or its Affiliates".

Stoppage of work in Hyderabad last year created quite a lot of rumbings. Undeterred, he entered the scene to solve the problem. With his razor sharp sensibilities he created a healthy balance-sheet of Producer and cine-workers relationship. It his said that devotion of service is cultivated by avoidance of hatred, avarice, malice and not indulging in hankering after fame. We found such a humane person in Shri. D.V.S. RAJU. Late Nimai Ghosh, produced and directed a Tamil film with the financial assistance of NFDC. The picture was not commercially successful and hence could not be exploited properly and became indebted to NFDC. His house came for auction. When FEFSI and Southern India Cinematographers Association approached him when he was the Chairman of NFDC for a second time he found a way out and saved the house from auction which his predecessor could not do it though he was a well known cine producer and director. This shows the class of his character. This certainly is a logical extension of his sincerity and desire to look after the growth in Film Industry. On many occasions we found ourselves agreeing not to DISAGREE with him. He seems to be at his very best when the situation is at its worst. This led to the strong bond between FEFSI and SIFCC.

We salute Shri . D.V.S RAJU for being with us all this while and we hope he will be with us always. May God give him a long long life.

N.S. VARMA B.Sc., C.P.  
Chairman,  
Administrative Committee of FEFSI  
MADRAS.

**B. Vittala Acharya**  
Film Producer & Director

114, G. KOIL STREET  
MADRAS-600 084  
Phone : 6422522

August 27, 1995.

Dear sir,

I am very glad to know that the South Indian Film Chamber of Commerce, the premier organisation of the South Indian film industry, has decided to honour Shri D.V.S. Raju former President of the South Indian Film Chamber of Commerce and a doyen of the Indian Film industry, with the "Bhishma" award.

I had an opportunity to direct three of his Telugu films. Very often I recollect those happy days working with him. He is always kind and soft spoken. He is very honest and gentle. Whenever there is a crisis in the film industry he will be one among the forerunners to solve it. So very truly Shri. D.V.S. Raju, deserve the "Bhishma" award, in recognition of his outstanding contribution for the cause of the film industry. I pray to God to give him healthy life so as to make him serve the film industry more in the coming days.

Yours faithfully,

B. Vittala Acharya

**C.N.RAMANUJAM. B.Sc.**  
BROADWAY TALKIES, MADRAS

August 25, 1995

Dear sir,

I am happy to note that the South Indian Film Chamber of Commerce has decided to honour Shri.D.V.S. Raju with "BHISHMA AWARD". Shri. D.V.S. Raju is noted for perfection in every walk of his life.

The following lines of ALEXANDER POPE come to my mind at this juncture and they seem to be apt in respect of my good friend Shri. D.V.S. Raju.

**"HONOUR AND SHAME  
FROM NO CONDITION ARISE  
ACT WELL YOUR PART  
THERE ALL HONOUR LIES"**

I wish my friend good health and all happiness

Yours Sincerely

C.N. RAMANUJAM



**m. bhaktavatsala**

22nd August 1995.

Dear C. Sudarsana Srinivasan,

Life time achievement has rarely been recognised by Film trade bodies. That Shri D.V.S. Raju has been chosen for this recognition by the South Indian Film Chamber of Commerce is indeed a most laudable thing. There is no one who deserves this premier recognition as D.V.S. Raju

Yours sincerely,

M. BHAKTAVATSALA  
(Sharada Movies, Bangalore)

*Santosh Singh Jain*

17, EMPIRE HOUSE IRLA VILE PARLE (W)  
S. V. ROAD, BOMBAY- 58  
PHONES : 8368001, 8994099 FAX : 8394429  
24th August, 1995

Dear sir,

I am indeed very happy to learn that the South Indian Film Chamber of Commerce has decided to honour Shri D.V.S. Raju by conferring the prestigious "BHISHMA" award on him.

Being a father-figure, a 'Bhishma Pitamaha' of the South Indian Film Industry, Shri. Raju has been the catalyst, the unifying force, behind its enviable unity and solidarity.

A gentleman, in the real sense of the world, Shri. Raju is gifted with a balanced outlook of things and unique sense of judicious discretion.

With a brilliant track record as an able leader of the Indian Film Industry and the most successful Chairman of the National Film Development Corporation, during whose tenure the best crop of artistic film was produced, Shri Raju has served the cause of good cinema in more than one way.

I wish him a very long life, and hope that under his guidance and care the Film Industry may stand united on sound footings and flourish.

(SANTOSH SINGH JAIN)  
PRESIDENT  
CENTRAL CIRCUIT CINE ASSOCIATION.

## MRS. MALTI SAHAI, DIRECTOR, DIRECTORATE OF FILM FESTIVALS

Dear sir,

It is heartening to know that the South Indian Film Chamber of Commerce has decided to honour Shri D.V.S. Raju a stalwart of the Cinema World.

Cinema is a powerful audio visual media that entertains and educates. However, only the most creative and imaginative people behind the screen are able to fully exploit the tremendous opportunities this media has to offer. Shri D.V.S. Raju is one of the best among them. It is only by honouring such great people that we encourage others to try and emulate such feats.

I congratulate the Chamber for conferring the "Bhishma" award on Shri D.V.S. Raju and wish them all success in their endeavour to promote the cause of Film Industry in India.

Best wishes,

Yours sincerely,

MALTI SAHAI

*G.P. SIPPY*

Off : 3882662 / 351497  
Fax : 3851498  
Res : 3863121 / 3879303  
Shree Vijaya Bhavan  
6th Floor, Altamount Road  
Bombay-400 026

24th August, 1995

Dear Shri. Srinivasan,

It has given me immense pleasure to learn that The South Indian Film Chamber would be honouring Shri. D.V.S. Raju on 19<sup>th</sup> September, 1995 for his outstanding contribution towards the growth of Indian Cinema.

Shri. Raju has been one of the most distinguished and respected Film Makers in recent times. His monumental achievement as a Film Maker and Head of several important organisations like the Film Federation of India, the National Film Development Corporation and the South Indian Film Chamber of Commerce will always remain an inspiration for the younger generation to emulate.

I wish him a long and peaceful life.

Sincerely,

(G.P. SIPPY)

From the office of

**Jaya Bachchan**

'Pratiksha, 10th North-South Road,  
Juhu-Parle Scheme, Bombay-400 049

August 25, 1995

Dear Mr. C. Sudarsana Srinivasan,

Received your letter Ref.No. 1099/95-96 dated August 21, 1995 addressed to Mrs. Jaya Bachchan inviting her to attend the function organised in honour of Shri D.V.S. Raju, former President of the South India Film Chamber of Commerce and Film Federation of India, to present him with the 'Bhishma' Award on 19th September '95 at Madras.

This to inform you that Mrs. Bachchan is unable to accept your invitation since she is out of the country at present and will not return before September 19, 1995.

Wishing the function every success,

Yours sincerely,

**PETAL DIAS**

# FILM MAKERS COMBINE

Phone : 6180244 / 6180245

6182097 / 6182098

6421760

High Power Committee Constituted By AIFTC & CILAMPB

1/PPA HOUSE Dr. Ambedkar Road, Madurai, West. B. India - 625 020

Grama: MOPIRO, Bombay.

## MESSAGE

**V.M. Ramasamy**

**V.M.R THEATRE**

**SALEM-636 009**

Phone : 52975

Mill : 52977

Res : 52280

## MESSAGE

The award of "BHEESHMA of Cine Field" title to Sri. D.V.S. Raju had been published in the very first page of your issue dated 7-6-95 gives me much pleasure. There is more and more to say about Sri. D.V.S. Raju. In particular there is no such higher post which he had not adorned in the cine field of the Indian sub continent.

When he was the Chairman of the National Film Development Corporation, the famous film "GANDHI" was produced. As long as Gandhiji's name remains in the world, his name will also live. He has served a lot to South Indian Film Chamber's development. He belongs to National Patriot's family. He is the one who started the Telugu Film Chamber and had the dignity as its first Chairman. For the betterment of the cine field he served a lot. He is a man of love, affection and high nobles. Presently, I am an Executive Committee Member of South Indian Film Chamber of Commerce. I had much chances to meet him. The arrival of him will be a Lion's appearance. At his majestic arrival all will stand and give him respect. The sight will be a pleasure to eyes, in the meeting hall.

I pray the Almighty to provide all his prosperity to Sri. D.V.S. Raju.

**V.M. RAMASAMY**

# FILM MAKERS COMBINE

(High Power Committee Constituted By AIFPC & CHAMPP)

"IMPPA HOUSE" Dr. Ambedkar Road, Bandra (West), Bombay-400 050

Gram : MOPIPPO, Bombay.

Phone : 6486344 / 6486345

6485097 / 6480757

6481760

## MESSAGE

The Film Makers Combine is, indeed, very happy that the South Indian Film Chamber of Commerce has decided to honour Shri D.V.S Raju, former President of the South Indian Film Chamber of Commerce, and Film Federation of India and former Chairman of National Film Development Corporation Ltd., a doyen of the Indian film industry, with the 'Bhishma' Award, in recognition of his outstanding contribution for the cause of the film industry. We most sincerely join the Chamber in extending our profound appreciation and, in fact, gratitude for the invaluable services and contribution of Shri D.V.S. Raju who has been a magnificent tower of enlightenment, guidance and help to the all India film industry. The Film Makers Combine wishes and prays for a long healthy life to Shri D.V.S. Raju so that he can further lead the film industry to glory and success.

K.D. SHOREY

HON. GEN. SECRETARY

*Radha Ravi*

23, POES ROAD, I STREET, TEYNAMPET, MADRAS-18 Phone : 453883

August 23, 1995

Dear sir,

I am proud to be invited by the South Indian Film Chamber of Commerce, for the function organised for honouring Sri. D.V.S. Raju Garu.

The "BHISHMA" award is given to a right person at the right time makes me proud that I am also a member of the South Indian Film Chamber of Commerce.

Sri. D.V.S. Raju Garu gets the honour for his success and thoughtfulness in the uplift of the Film Industry.

I wish the function every success.

Yours faithfully,

**RADHA RAVI**

**DR. VYJAYANTHIMALA BALI**  
**Member of Parliament (Rajya Sabha)**

80, Sir C.P. Ramaswamy Iyer Road,  
 Alwarpet, Madras - 600 018.  
 Phone : 71633, 71669, 71173

76, Lodi Estate, New Delhi - 110 003  
 Phone : 697535, 615453

**MESSAGE**

**ஜி. உமாபதி,**

நிர்வாகப் பொறுப்பாளர்

உமா பிரிண்டிங்ஸ் ஆனந்த் தியேட்டர்

இல்லம் போன்: 612572

16, ஆர்லிஸ் ரோடு,

சென்னை 10

ஆனந்த் தியேட்டர்ஸ் போன்: 8525011

689, அண்ணாசாலை,

சென்னை - 6

'திரு. டி. வி. எஸ். ராஜு அவர்களின் பாராட்டுவிழா மலருக்கான வாழ்த்திச் செய்தி:-

திரையுலகின் வளர்ச்சிக்கு சிறப்பாக சேவை செய்துவரும் இனிய நண்பர் திரு. டி. வி. எஸ். ராஜு அவர்கள், எல்லோருக்கும் நல்லவராக, இனிய பண்பாளராக, பாசமிகு சகோதரராக விளங்கி வருபவர்.

தென்னிந்திய திரைப்பட வர்த்தக சபை, தேசியத் திரைப்பட மேம்பாட்டுக் கழகம் ஆகியவற்றின் தலைமைப் பொறுப்புக்களை ஏற்றுவந்துள்ள அவருக்கு, திரையுலகின் புகழுக்குத் தொண்டாற்றியமைக்காக "பீஷ்மா விருது" வழங்க இருப்பதைக் கண்டு மிகவும் மகிழ்ச்சியடைகின்றேன். திரு. டி. வி. எஸ். ராஜு அவர்கள் மேலும் பல்வேறு விருதுகளைப் பெற்று, பல்லாண்டு காலம் நலமுடன் வாழ எல்லாம் வல்ல இறைவனைப் பிராத்திக்கின்றேன்.

இந்த இனிய விழாவினை நம்முடைய தென்னிந்திய திரைப்பட வர்த்தக சபை நடத்துவது பாராட்டுதலுக்குரியதாகும்.

வாழ்த்துக்களுடன்,  
 கலைமாமணி டாக்டர் ஜி. உமாபதி

**Dr. VYJAYANTHIMALA BALI**  
**Member of Parliament (Rajya Sabha)**

80, Sir C.P. Ramaswamy Iyer Road,  
Alwarpet, Madras - 600 018.  
Phone : 71633, 71669, 71173

76, Lodi Estate, New Delhi - 110 003  
Phone : 697535, 615453

**MESSAGE**

I am profoundly happy to note that the South Indian Film Chamber of Commerce, Madras, is holding a felicitation function to honour Shri D.V.S. Raju with the 'BHISHMA' Award, in recognition of Shri Raju's service to the Indian Film Industry. Shri Raju is reputed Film maker and has held important positions in organisations such as NFDC. I send my warm greetings to the Film Chamber for having got up this felicitation function. I heartily congratulate Shri D.V.S. Raju for having secured this precious honour in the form of 'Bhishma' Award which is but an expression of recognition of his meritorious services for the growth of the South Indian Film Chamber of Commerce and also to the Indian Film Industry at large. I pray to the Almighty to give Shri D.V.S. Raju good health and long life.

VYJAYANTHIMALA BALI

..... ఎంతో సంతోషం .....

నా మిత్రులు శ్రీ డి.వి.యస్. రాజు గారికి దక్షిణ భారతచలనచిత్ర వాణిజ్య మండలి “భీష్మ” అవార్డును యిస్తున్నారని తెలిసి ఎంతో సంతోషపడ్డాను.

నేనూ, శ్రీ డి.వి.యస్. రాజుగారూ చిరకాల మిత్రులం. మా స్నేహానికి వయసు 40 సంవత్సరాలు.

40 సంవత్సరాలుగా నాకు ఎంతో సన్నిహితులైన శ్రీ రాజు గారికి ఈ అవార్డును యిస్తున్నందుకు ఆనందపడుతున్నా వారు చలన చిత్రపరిశ్రమకు చేసిన సేవకు “ఈ అవార్డు” సరైనదేనా అని అనిపించింది.

అయినా మేధావులెందరో ఆలోచించి తీసుకున్న నిర్ణయం కాబట్టి నా మిత్రులు పొందుతున్న గౌరవానికి నేనెంతో సంతోషపడుతున్నాను.

భవదీయుడు

‘విశ్వశాంతి’ విశ్వేశ్వరరావు

**S.K. BHAGWAN**

C/o Sri Vajreshewari Combines  
Bangalore

Dear sir,

It gives me immense pleasure to learn that you have been conferred with the title "BHISHMA" by doing so, the Industry is honouring itself. Considering the yeomen service you have rendered to the Industry during the last four and a half decades, this is the most befitting title to decorate you.

I always cherish the kindness you have showered on me and I would very much like to tread the path laid by you. Having been settled down in Bangalore lately, I have missed the opportunity of meeting you. But still, even from this distance my heart bows to you.

Kindly accept my hearty congratulations on this happy occasion.

Thanking you and with regards,

I remain,

**S.K. BHAGWAN**

## MESSAGE

I am happy on your being conferred the prestigious "**BHISHMA AWARD**" which I feel has come bealatedly.

Your contribution to the industry is immesurable. I wish that you continue to strive for the betterment of the Industry.

My self and all the members of the Karnataka Film Chamber of Commerce join in congratulating you on your achievement and praying to the Almighty to confer on you more honours.

With regards,

*Sincerely Yours*

**A.M. Chandrashekar Raju**

President of Karnataka Film Chamber of Commerce



A. R. Raju

### Message

My happiness is abundant on conferring the prestigious "**BHISHMA AWARD**" on Shri. D.V.S. Raju Garu. My acquaintance with Shri. Raju Garu is of many years and I was introduced to him by Shri. Venkataraman present Manager of Shri. Raju Garu and the past man-in-charge of the Cine Litho works with whom I had business contacts.

A small introduction turned out into long standing business contact and I became the distributor for Karnataka of many of his pictures commencing with 'Chinnanti Snehithalu'. It is not only distributing his new pictures but to strengthen my relationship. I took over the distribution of his old films also immediately after the expiry of the first lease period.

He has been fully satisfied with my business and I have benefited enough from his long standing cooperation.

It is with his blessings and unflinching efforts that I have succeeded in becoming the President of not only Karnataka film Chamber of Commerce but also South Indian Film Chamber of Commerce.

The contribution of Shri. Raju Garu to the Film Industry at large is praiseworthy and he deserves many more awards not only from the film organisations but also from the Government including the Dadasaheb Phalke Award. I am confident of his achieving all these and uplifting of the Industry to greater heights.

With regards,

Sincerely yours

**A.R. Raju**  
Ajanta Movies  
Bangalore

*With besst compliments*

from

**A.M. RATHINAM**

To

**Shri D.V.S. RAJU**

**on the conferment of 'BHISHMA' Award**

**DOVE**  
FINANCE LIMITED  
624 Mount Road  
Madras 600 020  
Tel: 8251228, 8240304  
Fax: 8258441

Surya Movies  
No.1, Velavan Street  
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*For further details, contact:*

**Mr Vijay Vasudevan**

**Mr G Thyagarajan**

*Joint Managing Directors, at:*

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Madras — 600 024  
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Fax: 4832074  
Res: 427414**

**PB NO: 254  
TB Road  
Kottayam - 686001  
Tel: 565926 - 568932  
Res: 536129**

**On the occasion of Bheeshma Award felicitation to  
Shri D.V.S. RAJU**

*With best compliments*

JOY THOMAS  
JUBILEE PRODUCTIONS  
JUBILEE CINE UNIT  
JUBILEE PICTURES

PB NO: 1704

To  
Road

Kottayam - 686039

Tel: 561271 - 562087

Fax: 562794

Res: 578745

50, Ganganagar,

Kodambakkam,

Madras - 600 024

Tel: 45228 / 459100

Fax: 4832074

Res: 427414

*With best compliments from*

**Bhishma Sri D.V.S. Raju Garu**

SAJI THOMAS  
JUBILANT PRODUCTIONS  
JUBILANT CINE UNIT  
JUBILANT FILMS

PB NO: 254

TB Road

Kottayam - 686001

Tel: 563926 - 568032

Res: 236129

50, Ganganagar,

Kodambakkam,

Madras - 600 024

Tel: 45228 / 459100

Fax: 4832074

Res: 427414

From

**Mr. Vijaya Bapineedu**

Shyam Prasad Arts

No. 80, Dhanalakshmi Colony

Madras-600 026

© 424477

**CONFERRING "BHEESHMA AWARD"**  
**TO**  
**SHRI D.V.S. RAJU GARU**  
**WE WISH THIS FUNCTION**  
**A GRAND SUCCESS AND MEMORABLE ONE**

- ★ A.R. RAJU
  - ★ A. RADHAKRISHNA RAJU
  - ★ AJANTA MOVIES
  - ★ AJANTA COMBINES
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# **RAJALAKSHMI MEMORIAL CHARITABLE TRUST**

53, Dr. B.N. Road T. Nagar, Madras-600 017. Phone: 8251643

## **Shri D.V.S. RAJU "BHISHMA PITHAMAHA"**

**With the best compliments and wishing  
the function all success from Yarlagadda  
Rajalakshmi Memorial Charitable Trust,  
Founder Managing Trute, late Yarlagadda  
Venkanna Chowdary, Managing Trustee  
Yarlagadda Sambhu Prasad.**

*With best compliments*

from

**EDIDA NAGESWARA RAO**

on the occasion of awarding

**"BHISHMA"** award

To

Sri **DVS RAJU**

SANKARA BHARANAM

SAGARASANGAMAM

SWATHIMUTHYAM

SWAYAM KRISHI

APADH BHANDAVUDU

SEETHAKOKA CHILAKA

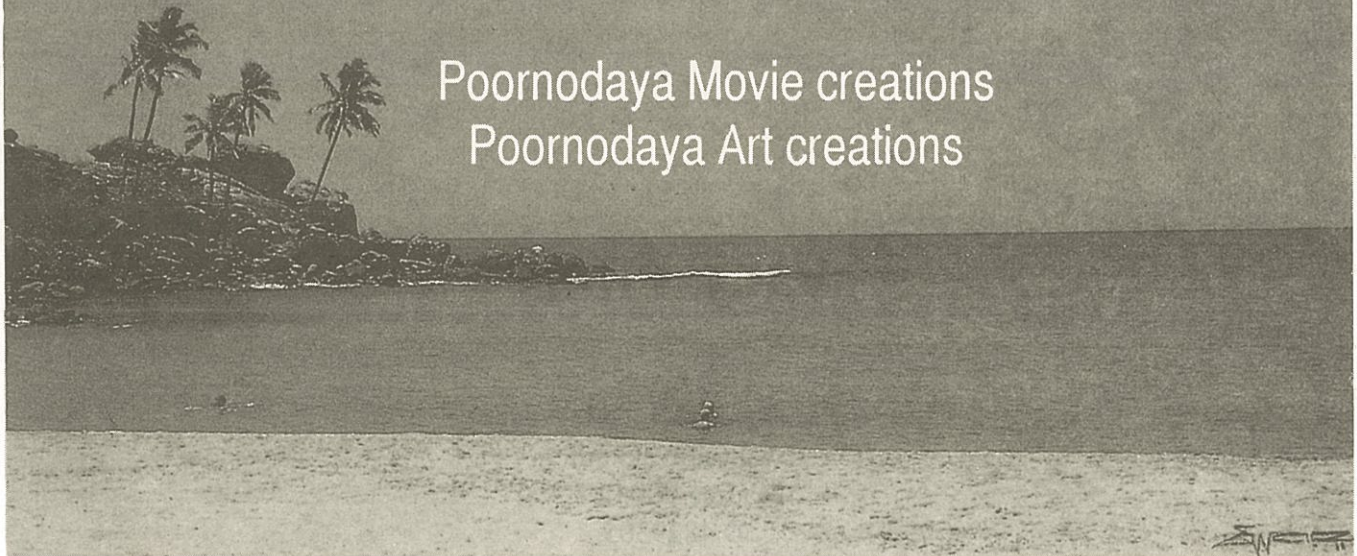
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THAYARAMMA BANGARAYYA

SWARNAKAMALAM

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Poornodaya Art creations





*With best compliments from*

**T.V.S. MANI**

*TO*

**Shri D.V.S. RAJU  
"BHISHMA PITHAMAHA"**

**V.R.J. Films**

---

No:2, 6th Cross Street  
Sri Venkatasubramania Nagar  
Valasaravakkam  
Madras-600 087.  
© 4829305

*Best Wishes to*

*With Best Wishes*

*from*

*Kamal Hassan*

*To*

*Sri D.V.S. Raju  
"Bhishma Pithamaha"*

**Sri D.V.S. Raju Garu  
Bhishma Pithamaha**

*218, T.T.K. Road,  
Alwarpet, Madras-600 018  
☎ 43109 444752*

*With Best Wishes*

*from*

*To*

**Achanta Gopinath  
Proprietor,  
Sri Chitra Creations  
5, Parthasarathipuram Street  
T.Nagar, Madras-600 017**

*No. 101, Dr. Muthulakshmi Road,  
Adyar, Madras-600 020  
☎ 47424 410825*

*With Best Wishes*

from

**Kamal Haasan**

To

**Shri D.V.S. Raju**  
**"Bhishma Pithamaha"**

---

**Raajkamal Films International**

218, T.T.K. Road,  
Alwarpet, Madras-600 018  
© 451199 / 4347955

*With Best Wishes*

from

**Ganapathiram Theatre**

To

**Shri D.V.S. Raju**  
**"Bhishmacharya"**

No. 101, Dr. Muthulakshmi Road,  
Adyar, Madras-600 020  
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*With Best Compliments from*

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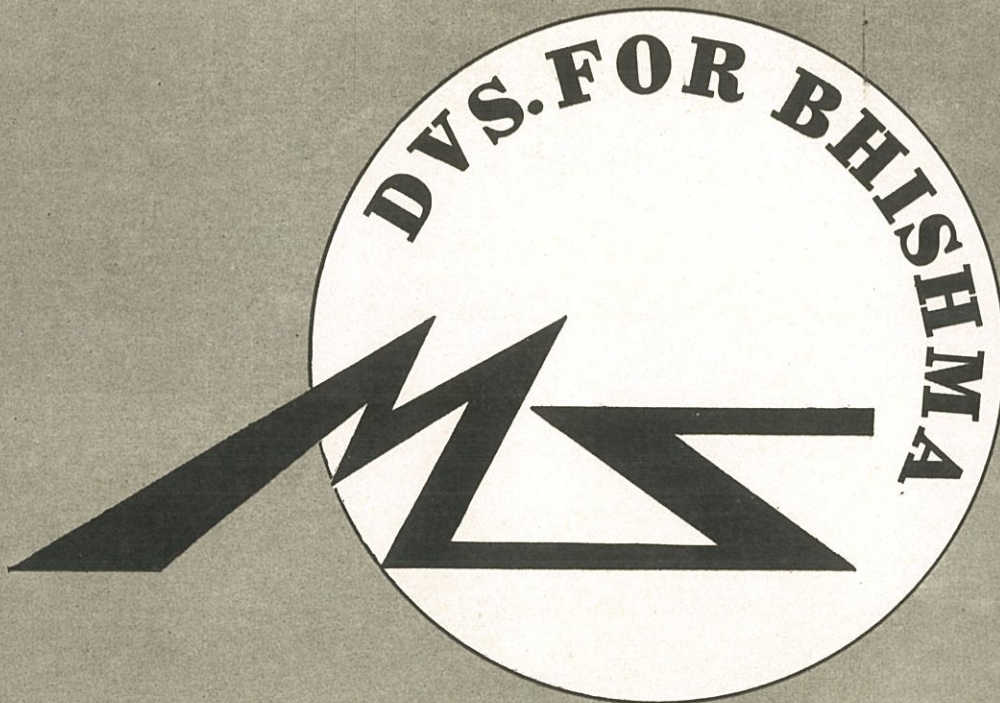
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**MESSAGE**

Heartiest congratulations to Shri. D.V.S. Raju garu on his being conferred the coveted BHISHMA AWARD which recognition he very richly deserves for his outstanding contribution to the Indian Film Industry.

*With respectful regards*

**K. BALACHANDER  
PUSHPA KANDASWAMY**



**'MANA' SATHYAM**  
MADRAS-600 040



# అన్నిటా ఫస్టు డి.వి.యస్. రాజు

మా అని ఆప్యాయతతో పిలిపించుకొనెడి అర్హత కొంతమందికే ఉంటుంది. వారిని అజాత శత్రువులంటారు. అటు వంటి వారిని వైరి వర్గము వారు సహితమూ గౌరవిస్తారు. కావుననే వారిని అజాత శత్రువులంటారు. భారతంలో అలా అజాత శత్రువులా కొనియాడబడిన వ్యక్తి శక్తిమంతుడూ అయిన ఏకైక వ్యక్తి శ్రీ భీష్మాచార్యుడు!

అలాటి విశిష్ట భూషణుడైన భీష్ముని పేరిట ఒక అవార్డును చలనచిత్ర పరిశ్రమకు విశిష్ట సేవలందించిన శ్రీ డి.వి.యస్. రాజుకు దక్షిణ భారత చలన చిత్ర పరిశ్రమ ప్రధానం చేయడం బహుధా ప్రశంసనీయం.

చలనచిత్ర పరిశ్రమలో డి.వి.యస్. రాజు అధిష్టించని పదవుల్లేవు. ప్రతీ వారిచే భూషింపబడిన భీష్ముడాయన. నేషనల్ ఫిలిం డెవలప్ మెంటు కార్పొరేషన్ చైర్మన్ గా, ఆంధ్రప్రదేశ్ ఫిలిమ్ డెవలప్ మెంటులో కార్పొరేషన్ చైర్మన్ గా, దక్షిణ ఫిలిమ్ వాణిజ్యమండలి కార్యకర్తగా ఆయన అవిరామంగా చలనచిత్ర పరిశ్రమాభివృద్ధికి అకుంఠితమైన సేవలొనర్చారు.

సూర్య చంద్రాలున్నంతవరకూ డి.వి.యస్. రాజు పేరు దక్షిణ భారత చలనచిత్ర పరిశ్రమలో చిరస్థాయిగా నిలిచి పోతుంది.

ఈ శుభ సందర్భముగా శ్రీ రాజు గారికి ఏడుకొండల వేంకటేశ్వరుడు ఆయురారోగ్య ఐశ్వర్యములు ప్రసాదించాలని కోరుకుంటూ, వారికీ, వారి కుటుంబ సభ్యులకూ హృదయపూర్వకమైన శుభాకాంక్షలంద చేస్తున్నాను.

గోటేటి శ్రీరామారావు

## MESSAGE

I am immensely happy that the South Indian Film Chamber of Commerce has taken the unanimous and laudable decision of honouring our revered leader, Shri D.V.S. Raju Garu, by conferring the prestigious 'BHISHMA' Award on him for the yeomen service rendered by him to the Indian film industry since four decades.

Shri D.V.S. Raju Garu is like the 'PITHAMAHA BHISHMA' and is a beacon light throwing enlightenment in the hour of need which has been a source of inspiration to the members of the film industry.

At this moment, I recall the opening of our ANU EGA with his golden hands.

On behalf of my brother, Shri Venkatachalam, and on my own behalf, I pray to the Almighty to give a long and healthy life to Shri D.V.S. Raju Garu, to enable him to continue to extend his assistance and guidance for the smooth functioning of the Indian film industry in general, particularly the South Indian film industry.

**Shri C. Sudarsana Srinivasan, Honorary Secretary, SIFCC**

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## MESSAGE

I am extremely happy that the South Indian Film Chamber of Commerce has taken the right decision in the right direction at the right time to felicitate our senior leader, Shri D.V.S. Raju Garu by conferring on him the prestigious 'BHISHMA' Award for the yeomen services rendered by him to the film industry for the last four decades. Shri D.V.S. Raju Garu is a person who has spent and is spending his life for the welfare of the Indian film industry in general, particularly the South Indian film industry. I have known Shri D.V.S. Raju Garu for the last ten years and he is like the mythological 'BHISHMA PITHAMAHA', giving his valuable advice not only to the Indian film industry but also to the South Indian film industry whenever the industry is faced with any crisis.

I take this opportunity of congratulating our leader, Shri D.V.S. Raju Garu doyen of the Indian film industry, on the conferment of the coveted 'BHISHMA' Award on him, and I sincerely wish him may more laurels in the years to come.

**Shri Sv.Rm. Ramanathan, Vice-President, SIFCC**

*With best compliments*

from

**MANI C. KAPPEN**

To

**Shri D.V.S. RAJU**

on onferment of 'BHISHMA' Award

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పెద్దలు, పూజ్యులు శ్రీ డి.వి.ఎస్.రాజు గారికి 'భీష్మ' అవార్డు  
యిస్తున్న సందర్భంలో మా శుభాకాంక్షలు.



స్నేహచిత్ర పిక్చర్స్

# చీమలదండం

కథ, చిత్రానువాదం, దర్శకత్వం, నిర్మాత: ఆర్. నారాయణమూర్తి

మూలు: పి.యల్. నారాయణ • షూటు: వంగపండు ప్రసాదరావు, మండే సత్యం, అల్లం వీరన్న, కోరుమెళ్ళ చినసత్య, నారాయణ,  
హేముల రామచంద్రరావు, గూడా అంజయ్య • ఎడిటింగ్: మోహన్, రామారావు • కెమెరా: జి. చిరంజీవి • సంగీతం: వందేమాతరం శ్రీనివాస్

శ్రీ డి.ఐ.ఎస్. గార్కు 'భవ్య' అవార్డునిస్తూ దక్షిణ భారత చలన చిత్ర వాణిజ్యమండలి తనకు అను గౌరవించుకుంటున్న శుభ సందర్భంలో శ్రీ రాజుగారు మరిన్ని అవార్డులందుకోవాలని ఆకాంక్షిస్తూ

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ARTS

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కె.ఐ.మహదేవన్

కె.నరసింహంనాయుడు

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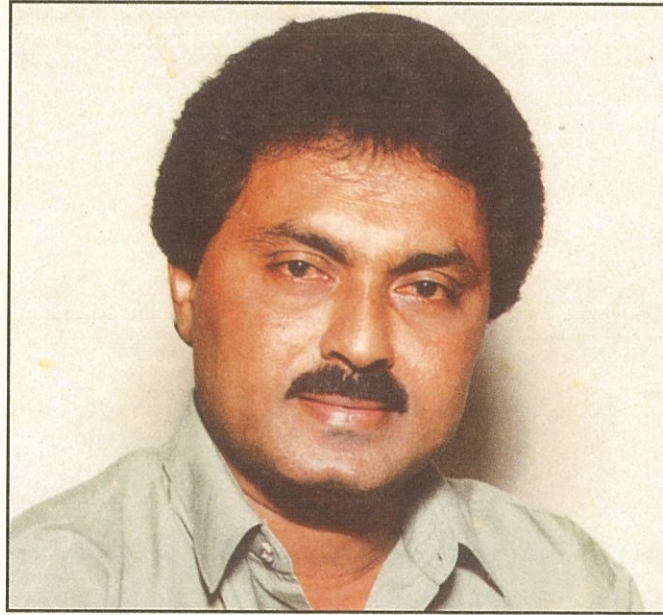
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సినీ కులవృద్ధు, కులగురువై అపారాధిని త్యజించిన  
యోగి శ్రీ **D.V.S. రెడ్డి** గారు!  
సినీ వనమలలో ఎన్నో క్రీష్ణాలు, వసంతిలు చూసిన  
ఆవటవృక్షానికి "భీష్మ" అవార్డు అందిస్తున్న  
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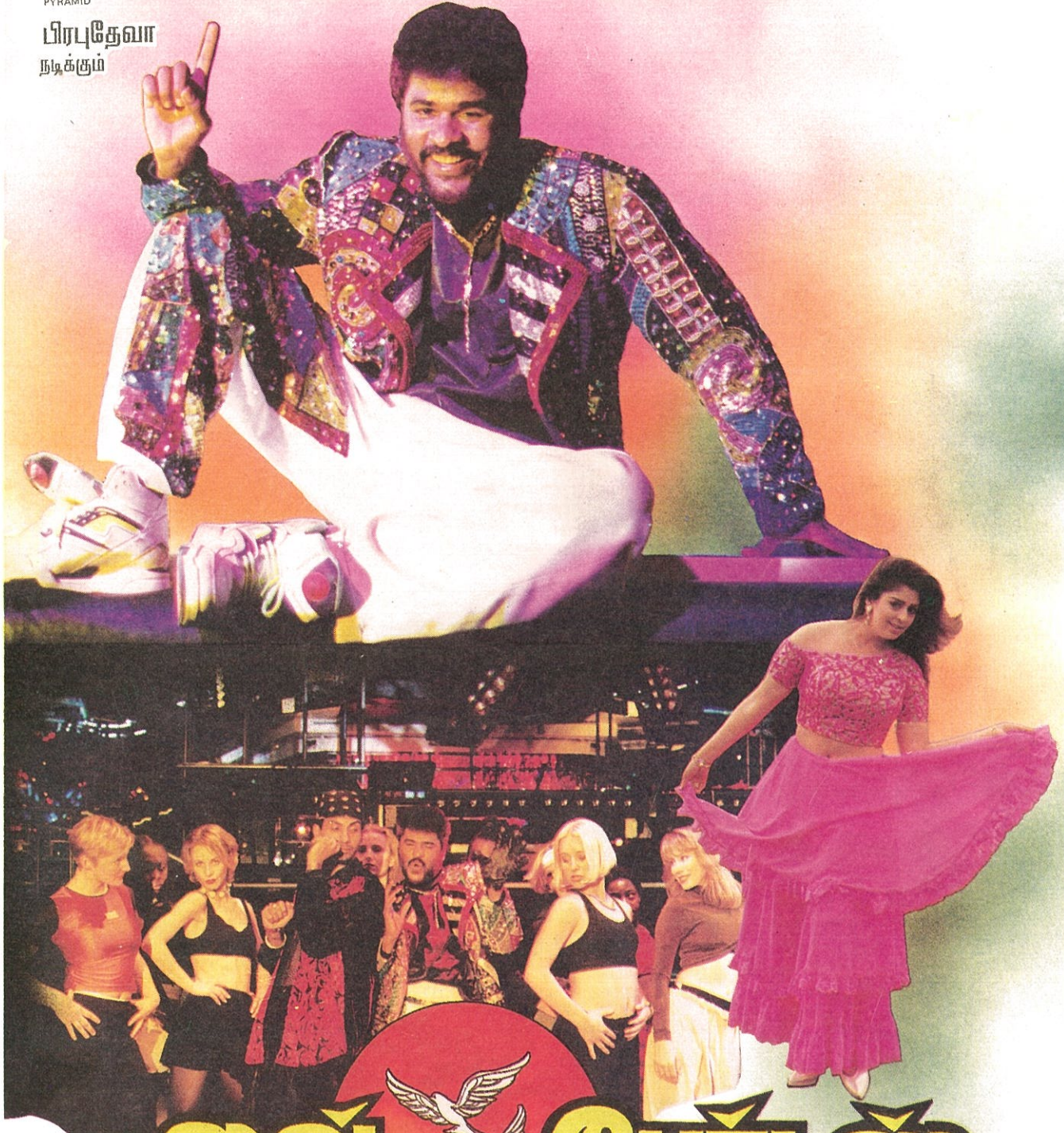
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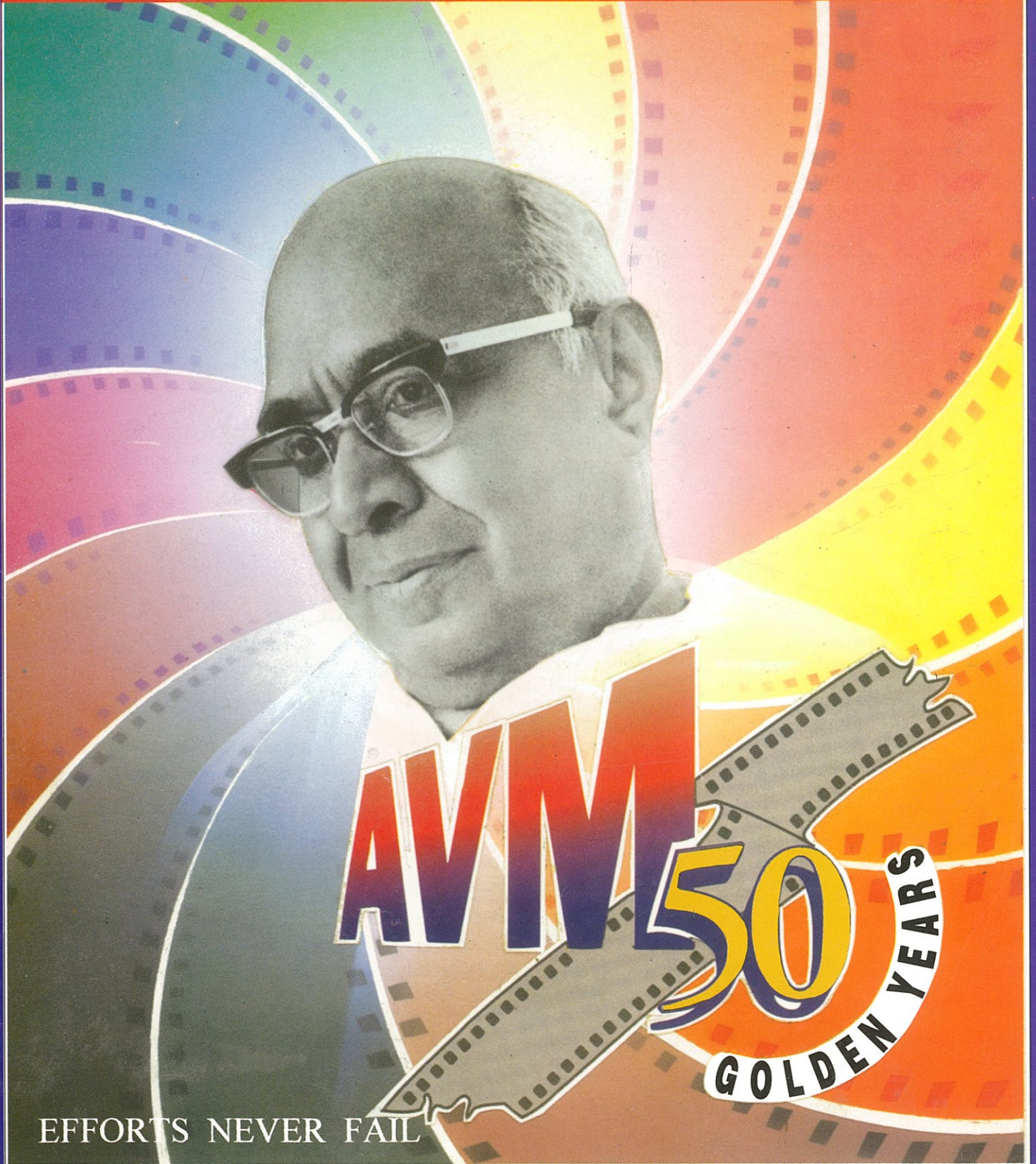


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