

Report on
**Sri Venkateswara Swamy
Samaradhana**

by Yanadi Tribes

Organised by **Simhapuri Vydy Seva Samiti,**
Nellore, Andhra Pradesh



Yanadi Existence in Nellore District

India is home to many tribal communities, most of whom traditionally live in forested and hilly regions. Their way of life, culture, and traditions are deeply connected with Hindu Dharma. Like other states, Andhra Pradesh has a significant tribal population. Tribes constitute about 7% of the state's population, numbering nearly 60 lakh people. These communities are known by different names across various districts of Andhra Pradesh.

In Nellore district, the Yanadi tribe is one of the most prominent tribal communities. Their population is around four lakhs, spread across 46 mandals. Most Yanadis live in remote areas, away from towns and cities, and have limited access to education and medical facilities. Due to these factors, they continue to face social and economic challenges.

Despite such difficulties, the Yanadi community has preserved its cultural identity and traditional practices. Their religious life shows a strong connection with Hindu deities. According to popular belief, Lord Narasimha married a tribal woman, Chenchu Lakshmi. Because of this, many tribal communities consider Lord Narasimha as their son-in-law. Similarly, Lord Venkateswara is regarded as their *Kula Daiva* (family deity) and is worshipped with great devotion.

The Yanadis strongly believe that Hindu Dharma has its roots in their own traditions and way of life. Their continued faith, cultural resilience, and devotion reflect the deep historical relationship between tribal communities and Hindu religious practices.

Simhapuri Vydy Seva Samiti in the Service of Tribals

The Yanadi tribal community in Nellore district continues to face social and economic backwardness, particularly due to the lack of proper medical facilities. Many tribal people, especially pregnant women and children, have lost their lives because of inadequate access to healthcare.

After recognizing these situations, Simhapuri Vydy Seva Samiti, which was established in 1982, started a new initiative by setting up a 10-bedded free tribal hospital in 2003. The foundation for this initiative was laid by the then Union Minister for Tribal Affairs, **Shri Jual Oram**, and the then Union Minister for Rural Development, **Shri M. Venkaiah Naidu**. Inspired by the ideals of the **Rashtriya Swayamsevak Sangh (RSS)**, the Samiti focuses not only on healthcare but also on overall community development.

A **10-bedded free hospital** was established exclusively for tribal communities. The hospital provides medical services to tribals from **seven mandals**. Under this initiative, **1,500 health cards** were issued to **1,500 tribal families**. Holders of these cards receive **free medical treatment**, **free medicines**, and **free food** during hospitalization. The hospital also offers **free delivery services**, which has significantly reduced unsafe home deliveries among tribal women.

The Simhapuri Vydy Seva Samiti has developed strong and cordial relations with tribal communities through its continuous service. Additionally, the Samiti identified and trained **150 "Arogya Mitras"**, who voluntarily provide basic health services and guidance in tribal colonies. Based on their work, the Samiti organizes various programs and conducts **monthly meetings** to create awareness about health, hygiene, nutrition, and other social issues.

To promote institutional deliveries, the Samiti conducted **Seemantam (traditional baby shower) programs** for **171 pregnant tribal women**, with participation from about **100 Yanadi families**.

As a result, tribal women stopped opting for home deliveries and began approaching hospitals for childbirth. Currently, **Jayabharat Hospital conducts 20 to 30 free tribal deliveries every month**.

In addition to healthcare, the Samiti also focuses on education and employment. A **youth employment awareness program** was organized, in which **478 tribal youth** participated and gained valuable knowledge about job opportunities and skill development.

Since illiteracy and school dropouts are common among tribal children, the Samiti initiated the **Aksharabhyasa Program** to promote education. As part of this program, **Saraswati Puja** was performed, and **1,000 tribal boys and girls** were formally initiated into education. All participating children also underwent **free medical check-ups**, ensuring their health along with educational encouragement.

Since ancient times, tribal communities have been performing **Samaradhana** in honor of **Lord Venkateswara Swamy** as an integral part of their religious and cultural life. On important occasions such as **marriages, childbirth, and the ceremonial tonsure (cutting of birth hair) of children**, Samaradhana was traditionally performed as a sacred offering to the Lord.

The elders of **Simhapuri Vydy Seva Samiti** carefully observed these long-standing traditions. At the same time, they also noticed that, due to lack of awareness and external influences, some tribal families were gradually moving away from their traditional faith and cultural practices.

After gaining a clear understanding of this situation, the Samiti took an initiative to **revive and strengthen the traditional practice of Lord Venkateswara Samaradhana by the Yanadi community**. Through this effort, tribals were encouraged to reconnect with their ancestral customs, faith, and cultural identity.

This **Lord Venkateswara Samaradhana program**, conducted by the Yanadi community with the guidance of the Samiti, has continued successfully, including in the **current year**, reaffirming the community's devotion and preserving their spiritual heritage.

Sri Venkateswara Samaradhana program

On **Saturday, 26th May 2018**, people woke up early in the morning and offered "**Sarelu**" to the Sea God at **Katepalli Beach**. With this sacred ritual, the **Samardhana** began.



On the same day, the **Yanadi community** took a holy bath in the sea, visited the **Golagamudi Temple**, and undertook **Govinda Deeksha**. From that day, an **Akhanda Jyothi (holy lamp)** was lit, which continued to burn uninterrupted until the conclusion of the Samardhana.

During this period, devotees observing Govinda Deeksha visited **Tirumala** and formally concluded their Deeksha. Over time, the number of **Govinda Deeksha devotees crossed 400**. Devotees conducted bhajans and spread the message of Samardhana among the general public with devotion and faith.

Sri Venkateswara Swamy Ratha Yatra



The **Sri Venkateswara Swamy Ratham (chariot)** travelled for nearly **20 days** through various villages of **Nellore District**, with the support of the **Samarasata Seva Foundation**.

During the yatra, the **Yanadi community** warmly welcomed the chariot by performing **Mangala Aratis** and offering prayers to their **Kul Devata, Sri Venkateswara Swamy**.

Phanju Seva



Phanju Seva is a special tradition where the **Yanadis** serve **Lord Venkateswara** using **phanujus (firebrands)**. In this sacred ritual, the firebrands are revered as the **lotus feet of Lord Venkateswara**, and the devotees **dance with deep devotion**.

People of **all ages and genders** participate in the dance, making this a vibrant and inclusive expression of faith.

Dageerulu (Offerings)



Dageerulu is the **main event** of the Samardhana. In this tradition, the tribes **receive these Dageerulu** and place them in their homes to perform **pooja**.

On the day of the Samardhana, the tribes **bring these Dageerulu in a grand procession** and offer them to the Lord, accompanied by **musical instruments** and festive celebrations.

This program runs from **8 AM to 10 PM**, and around **2,000 devotees** participate in offering Dageerulu, making it a vibrant and spiritually significant event.

Yanadi Melam (Yanadis Cultural Dance Performance)



During the **Yanadi Melam**, the Yanadi community showcased their rich **cultural dance traditions**, including **Keelu Guralata, Veedhi Bhagavatam, Kolatalu, Pandari Bhajans**, and **Dappulu** including **Sodi** which is one of most important event among the tribes. The performers also **welcomed Pujya Swamijis and Sangh leaders** to the **Kalyana Vedika (stage)** with **Poorna Kumbhas**, adding a sacred touch to the celebrations. These vibrant cultural performances **continued throughout the day**, highlighting the artistic heritage and devotional spirit of the Yanadi community. The **Yanadis have a deep love for these art forms**, and performing them is both a celebration of their **culture** and an expression of **devotion**.

Srinivasa Kalyanam



Srinivasa Kalyanam was conducted with great grandeur on **16.06.2018 at 5:00 PM** at the **temple premises**, on a specially arranged stage. The sacred event was organized under the able leadership of **Sri Kota Suneel Kumar**.

The divine wedding of **Lord Srinivasa with Sri Devi and Bhoo Devi** was solemnized by learned **Vedic Pandits**, following traditional rituals and Vedic chanting, creating a spiritually uplifting atmosphere.

The entire event was highly devotional and memorable, leaving a lasting impression on all the attendees.

The cooperation extended by Golagamudi Temple was truly unforgettable.

Upon learning about the event, the **Temple Executive Officer, Sri Bala Subrahmanyam garu**, gladly expressed his wholehearted support after obtaining the permission of the **Temple Trust members**. On the day of the event, he made excellent arrangements for **Annadanam**, providing food to nearly **25,000 devotees from morning till evening**. Once again, from **7:00 PM to 12:00 midnight**, thousands of devotees were served dinner with great care and devotion.

It can be confidently concluded that **the grand success of this event was made possible only due to the invaluable support and cooperation of the Temple Management.**

The cooperation extended by **TTD** was also highly commendable.

The **TTD Dharma Prachara Parishad** provided generous support both **financially** and through the distribution of **spiritual literature and books**.

This valuable assistance played a significant role in **spreading spiritual awareness and devotion among the Yanadi community**, thereby fulfilling the noble objective of Dharma Prachara.

Distinguished Guests



The event was graced by the presence of several eminent personalities. **Sri Sri Sri Kamalananda Bharati Swamiji** of **Hindu Devalayala Pratishthana Peetham, Hyderabad**, attended as the **Chief Guest**.

Sri Ponnaluru Sita Rami Reddy garu, Chairman of **Simhapuri Vydy Seva Samiti**, presided over the event as the **President**.

Sri Vemireddy Prabhakar Reddy garu, Hon'ble **Rajya Sabha Member of Parliament** and Chairman of the **VPR Foundation**, attended the programme as a **Special Invitee**.

The other distinguished guests included:

- **Sri Chaturu Venkateswarlu garu**, DIG of Police
- **Sri J. P. Jain garu**, Secretary, **Sri Bhagavan Mahaveer Charitable Trust**
- **Sri Kota Suneel Kumar garu**, Coordinator, **Hindu Dharma Parirakshana**
- **Sri Voleti Satyanarayana garu**, **RSS Andhra Prantha Samparka Pramukh**
- **Sri Manikala Edukondalu garu**, **IRSE, Retired Chief Engineer**, South Central Railway
- **Sri Yakasiri Venkateswarlu garu**, Auditor

Their esteemed presence greatly enhanced the significance and success of the event.

Opinion

Dr. C. V. Subrahmanyam garu, *Nellore Nagara Sanghachalak*, expressed his views as follows:

“I have witnessed and attended many programmes in the past. Initially, I had doubts about how such a large-scale programme involving thousands of people could be conducted smoothly. However, the thousands of Yanadi devotees who attended this event displayed remarkable devotion and discipline.

There were no untoward or unwanted incidents throughout the programme. What truly surprised me was that not a single person attended the event under the influence of alcohol. We have a great deal to learn from their conduct and devotion.”

Yeneti Chenchu Lakshmi, *Ambapuram*, shared her heartfelt experience:

“During this event, the sacred **chariot of Lord Venkateswara Swamy** came to our village. We live in a small village on the outskirts of the town. While programmes and processions do take place in our village, a divine procession from other areas had never come here before.

Usually, we go to such events elsewhere and participate by carrying lights or bursting crackers like labourers, without receiving the opportunity for close darshan. However, due to this **Samaradhana, Kaliyuga Daivam Lord Venkateswara Swamy’s chariot** came to our village and even passed near my home. We were blessed with His darshan.

This was truly an unforgettable event for us. We express our sincere gratitude to the organisers for making this divine experience possible.”

Mallagunta Ramanaiah, *Sri Kanth Colony*, shared his experience:

“During wedding ceremonies, we Yanadis usually go only to help, such as clearing plates or assisting the cooks like labourers. But this time, we ourselves **organised the event and actively participated**, amidst the **sacred Vedic chantings from TTD**.

We were blessed to have a close darshan of the Lord. We feel that this is a blessing from our **previous lives**. The joy and happiness we experienced during the event are beyond words.”

Mallika Venkaiah, *Mallikarjunapuram*, shared her heartfelt experience:

“We generally observe the **Samaradhana** events only within our family or colony. But today, participating in this event with **thousands of Yanadis** was truly unbelievable.

I was at the forefront of organising the event. I have taken **Deeksha** and also helped several others to take Deeksha, which fills me with immense happiness.

I have never witnessed a Samaradhana like this since my birth. I am determined to ensure that such **grand Samaradhanas** happen every year.”