



# CUNNAN NEWSLETTER

OFFICIAL NEWSLETTER OF DRBCCC HINDU COLLEGE, CHENNAI - 72  
VOL. 1 ISSUE 11 • MAY 2021



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## GOOD WORDS FOR GREAT PEOPLE

Sri.M. Venkatesaperumal, Trustee & Honorary Secretary



24th August 2019 will be cherished for the celebration of five events: The 150th Birth Anniversary of our founder, Sri Calavala Cunnan Chetty garu, the Centenary of the DRBCCC Charities, Golden Jubilee of Seetha Kingston House Matriculation Higher Secondary School, Golden Jubilee of DRBCCC Hindu College (Shift 1) and Silver Jubilee of DRBCCC Hindu (Shift 2).

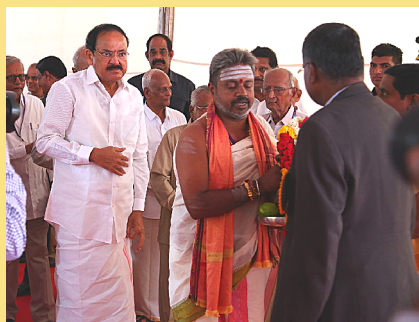
The celebration of these five events marks an important milestone in the history of DRBCCC Charities. It was also a convergence of all the educational institutions under the Charities. The glorious past was celebrated in the dynamic presence for a promising future. The event served as a mnemonic trigger to bring back the vision and the philanthropic ideals of our Founder. Every member of the DRBCCC family was engaged in careful and meticulous planning and projects were executed with attention to the detail. The teams displayed true dedication and determination. The professionalism and sincerity exhibited was exemplary.

This issue of Cunnan Newsletter documents the event for posterity, and it is indeed a noble gift for posterity. There is no end to what we can learn and imbibe from the life of our Founder and that learning will lead to greater enlightenment and intellectual clarity. I hope that some of the best practices learned from this memorable event will be put into practice in the day-to-day academic life of DRBCCC Hindu College.



# LEST WE FORGET

**Dr. N Rajendra Naidu**  
Director ,Centre for  
Research and  
Development, DRBCCC  
Hindu College



One lesson we can learn for life from DRBCCC Hindu College is, 'Service to Mankind is Service to God'. For a conscientious being, the campus becomes an avenue for life-long learning. The life and times of our founder couple Dharmamurthi Calavala Cunnan Chetty Garu, and his wife, Seethamma Garu, continually enriches the value system inside the campus. The occasion of the 150th Birth Anniversary of our founder was both a joyous occasion and a chance to learn some management lessons. The commemorative event was a milestone in the history of our college and DRBCCC Charities. With the blessings of our Founder Couple, the event was a thumping success. As we bask in the glory of success, we also look back at the event and view it as a learning experience. As the team head of the event Core Committee that formulated the plans and strategies, I am excited to share some of the lessons we learned. **Team Building:** The task of creating a proactive team to execute and implement the plans was an enormous one. We followed the principle of 'Right Person for the Right Job', which made our work a lot easier. **Organization:** To organize a mega event where the attendees were the Vice-President of India Governor of Tamil Nadu and other important dignitaries were the guests, we had to pull out all the stops. The interconnectedness between the different committees and establishing a proper workflow was a significant task. **Leadership:** By empowering the team members to become leaders, we were able to involve everyone. The learning achieved was experiential. It isn't easy to summarize all the knowledge that happened in the run-up to this grand event. Everyone in the DRBCCC family will remember the event as a tribute to our beloved founder and his wife. Sri M. Venkatesaperumal, the then President of the Charities stood as a backbone for the successful conduct of 150th Year celebrations.

## DR. V. LAKSHMI - THE ENABLER



**Dr. V Lakshmi**  
Former Principal,  
DRBCCC Hindu College

As the head of the Academic Committee constituted for the 150th Birth Anniversary celebrations Dr V. Lakshmi, the former Principal of DRBCCC Hindu College, was instrumental in conducting regular review meetings and monitoring the workflow. Dr V. Lakshmi organized numerous programs in collaboration with various academic departments and extension clubs of DRBCCC Hindu College. Endless meetings and planning sessions were part of her daily routine. Dr V Lakshmi retired from service on 31st May 2020 after a dedicated service of more than three decades.

# MEMORIES PRINTED

Dr. G.Kalvikkarasi

Principal

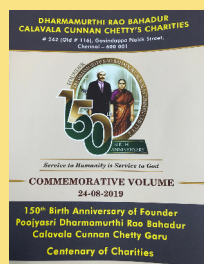
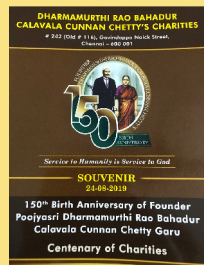
DRBCCC Hindu College

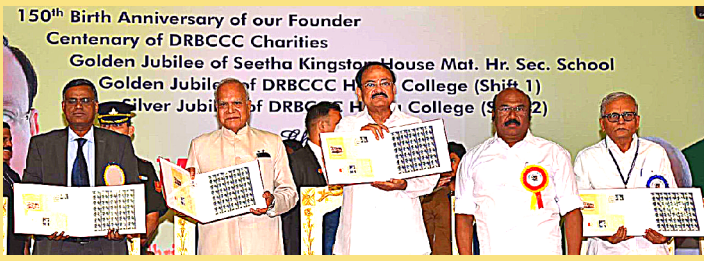
Pranams! - The genesis of every educational Institution under the banner of DRBCCC Charities has been initiated by the providential guidance and strengthened by the philanthropy of our Founder & Charities. I have no hesitation in saying that the manifestation of superior power rests with the birth of such noble souls as Sri. Calavala Cunnan Chetty Garu. I felt it as a matter of divine guidance to present the life of our Founder in the Souvenir and cherish the values for which Institution was built. The act of remembering and expressing the feeling of gratitude is the virtue of humanity. I oversaw the content creation for the 150th Birth anniversary event. I was part of the souvenir editorial committee adding important content in various formats like brochures, pamphlets, the Jubilee souvenir, and commemorative volume. I feel glad that collectively, I was a part of the history-making event in the annals of our college. The memory is a collective memory for each & everyone who attended the event at the University centenary Auditorium on 24.08.2019. This newsletter is an attempt to remember and preserve the memory of our Founder and his 150th Birth Anniversary event for posterity. The life of our Founder serves as the driving force for the continuing saga of selfless service by DRBCCC Charities. The high standards set by the Management is a testimony to the high culture of the Institution. Our Pranams to the mighty soul Dharmamurthi Calavala Cunnan Chetty Garu! Let his nobility, philanthropy and dedication to society encompass all the minds! Long live the fame and name of our Founder.



## COMMEMORATIVE VOLUME AND SOUVENIR - A BRIEF NOTE

August 24th, 2019, marked the 150th birth anniversary of our Founder. A collection of articles in the form of a publication was released to mark the event. This volume contains informative articles from eminent personalities like Princess Ashwathi Thirunal from the Travancore Royal Family, Dr Arcot Rajashekhar, A.S Paneerselvam and many others. The writings of these personalities serve as testimonies to the love and respect towards our Founder. The knowledge horizon of the reader will enhance after reading the articles in the Commemorative Volume. The Souvenir is another publication that is a collection of congratulatory messages by well-known personalities. In his statement, the honourable Vice-President of India, Shri. M.Venkaiah Naidu described our Founder "as an inspiring example for future generations". The Governor of Tamil Nadu, Shri Banwarilal Purohit, lauded the efforts of DRBCCC Charities and the excellent services they are rendering. Prof. R. Balasubramanian from the English Department (Shift 1) was the head of the publications committee. He supervised the curation of the articles and the editing work.





## THE JOURNEY OF A STAMP



As part of the 150th Birthday celebrations of our founder, a Commemorative Postage Stamp and First Day cover were released. The Chief Postmaster General of Tamil Nadu and India Post was involved. The efforts of Sri M.V.Cunniah Chetty and office bearers of Vivekananda Educational Society in the release of the postage stamp will always be remembered. The Department of Visual Communication, DRBCCC Hindu College was actively engaged in designing the image of our founder. The picture was enhanced using various methods. The Visual Communication department used the original photograph to create the outline of the portrait of the founder. First, it was done as a pencil drawing, and then with the help of technology, it was enhanced. The software used in the recreation was Photoshop and Coral Draw. The team combined three layers of an image to get the final output. Through meticulous planning and designing, the final production was enhanced and was made print ready. The team considers the work they completed as a great honour and privilege. They were excited and overwhelmed to be part of the 150th Birthday celebration event. This creative project was a blend of human effort and technology. This project is a memorable one because a stamp as an art form never fades away, and a stamp can travel to any corner of this world carrying the message of our founder. On Aug 24, 2019, the stamp was released. The colour used is multi-colour. The denomination of the stamp is 500 Paise. The total number of stamps printed is 402345. The Wet Offset printing process was used. The stamp was printed at the Security Printing Press, Hyderabad.



## SCULPTED IN TIME

To pay rich tributes to the memory of the Founder Couple, the DRBCCC Charities decided to design and create life-size statues of our Founder Dharmamurthi Rao Bahadur Calavala Cunnan Chetty garu and his beloved wife, Seethamma garu. The work took six months to complete. The creative hand behind the statues is Mr V. Mohan, a sculptor from Kundrathur. The life-like statues, which stands six feet in height, went through a three-tier making process. The first step was to create a clay mould, followed by a wax mould and finally bronze. The sculpting team did the entire work manually with the approval and guidance from the DRBCCC management. The sculptor, Mr V Mohan, also shared his experience of researching in getting the more refined details regarding the vintage style of dressing and ornaments. The research made the statues more authentic. Finally, the sculptures were draped in satin cloth and officially unveiled by the honourable Vice-President of India, Shri. Venkaiah Naidu on August 24th, 2019, at the University of Madras Centenary Hall. The statues were then installed in Cunnan Auditorium, DRBCCC Hindu College encased in a glass enclosure. The three other statues made of fibre were installed at Seetha Kingston House Matriculation Higher Secondary School and DRBCCC Higher Secondary Schools in Kakkalur and Tiruvallur.

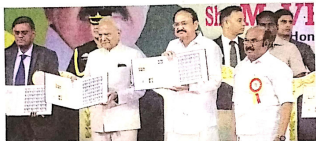
## MEDIA COVERAGE OF THE EVENT

DRBCCC Charities conducted a Press Meet on the 17th of August 2019 at Hotel Palmgrove, Chennai, to notify the media about the upcoming event. Journalists from prominent media (print and online) houses attended the event. The press meet event was presided over, Sri M. V Cunniah Chetty, Managing Trustee, Sri M. Venkatesaperumal, Trustee & Honorary Secretary, Dr Pravin Tellakula, Trustee and Sri C. Venkatachalam, Trustee. The press meet was multimedia-rich with a slideshow. During the press meet, brochures and leaflets with information about the upcoming event were distributed to the media. The event was covered extensively by the media houses, and the news reports appeared in English, Tamil and Telugu newspapers and online media. The National broadcaster of India, Doordarshan covered the event live using their state-of-the-art technology, including an OB van parked outside the venue.

### NEP will help transform the nation: Venkaiah

**STAFF REPORTER  
CHENNAI**  
Highlighting that the Centre is in the process of finalising the National Education Policy, Vice-President M. Venkaiah Naidu said when it is implemented, it will provide India-centric education that will transform the nation.

Speaking at the event commemorating the 150th birth anniversary of philanthropist Dharmamurthi Rao Bahadur Calavala Cunnan Chetty on Saturday, he said the policy would enhance the role for charitable organisations in school education. Referring to some people creating controversy over learning other languages, he said there shouldn't be imposition of any language nor opposition to learning a new one. Lauding Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's (DRBCCC) Charities, which marks its centenary, for running a number of educational institutions, he said Mr. Chetty's life and philanthropy must be an inspiration to businessmen today to contribute to society. Governor Banwarilal Purohit praised DRBCCC Charities for following the path set by its founder.



Vice-President M. Venkaiah Naidu releasing a commemorative stamp at an event in Chennai on Saturday.

A commemorative postal stamp was released by Mr. Naidu in the presence of Chief Postmaster General of Tamil Nadu Circle M. Sampath. M. Venkates Perumal, president, and M.V. Cunniah Chetty managing trustee, DRBCCC Charities, spoke. A documentary on the life of Mr. Chetty was screened.

**தாய்மொழிக்கு முன்னுரிமை**  
**குணை ஜனாதிபதி பேச்சு**  
தலைவரவர்களே, நாடு முழுவதும் இந்திய அரசின் கீழ் செயல்படும் பல்வேறு கல்வி நிறுவனங்களில், இவ்வாறு அறிவிப்பது மிகவும் முக்கியமான காரணமாகும். இந்திய அரசின் கீழ் செயல்படும் பல்வேறு கல்வி நிறுவனங்களில், இவ்வாறு அறிவிப்பது மிகவும் முக்கியமான காரணமாகும். இந்திய அரசின் கீழ் செயல்படும் பல்வேறு கல்வி நிறுவனங்களில், இவ்வாறு அறிவிப்பது மிகவும் முக்கியமான காரணமாகும்.

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**విద్యాప్రదాత కలవల కన్నన్ శ్రేష్టి ఔట**

విద్యాప్రదాత కలవల కన్నన్ శ్రేష్టి ఔట. విద్యాప్రదాత కలవల కన్నన్ శ్రేష్టి ఔట. విద్యాప్రదాత కలవల కన్నన్ శ్రేష్టి ఔట. విద్యాప్రదాత కలవల కన్నన్ శ్రేష్టి ఔట.

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## 24-8-19 - A VERBAL WALKTHROUGH

The day was a special day for DRBCCC Charities and all the affiliated institutions. As one family, all the stakeholders gathered at the University of Madras Centenary Auditorium to celebrate the 150th Birth Anniversary of Dharmamurthi Rao Bahadur Calavala Cunnan Chetty garu. There were many security restrictions in place, and mobile phones were not allowed inside and had to be deposited at a special counter. The student volunteers from NSS and NCC guided the guests to their respective places in the hall. Committee members oversaw the proceedings. A sumptuous breakfast and lunch were arranged. The DRBCCC management had arranged for special transportation facilities for the staff, rank holders and the cultural team to travel from the Hindu College campus. More than 3,500 people attended the event. Dr Kulothungan, the Physical Director of DRBCCC Hindu College, shared his memories and the people management skills he learned as part of the 150th Birth Celebrations of Founder at the University of Madras Centenary Hall. The celebrations were on a grand scale because of the involvement of the second-highest constitutional office in India and other dignitaries. He said that he was coordinating with University officials of Madras officials, the Police department, Civil Service officers, and Special Protection officers at any given point in time. Dr Kulothungan, with the able support and trust from our college management, created win-win situations. Now looking back at the event, he feels that it was an honour to be part of the event and an excellent opportunity to serve the Founder on his 150th Birth Anniversary event.





## THE CULTURAL TRIBUTE BY SEEFAC

The 150 Birthday Celebrations of our founder is a milestone in the history of our college. The programme was conducted in the University Centenary Auditorium. The event was embellished with a cultural segment by a group of students. The hard work of the students and the logistical support of the staff in charges comprising of Prof Manikandan, Prof Zainabee and Prof Mahalakshmi was quite evident. A professional choreographer selected the students. The cultural team had thirty-five students. A ten-day rehearsal camp was conducted in the Cunnan Auditorium. The time allotted for the final presentation at the main venue was 25 minutes. The dance forms presented for the event included Folk Dance, Fusion dance, which was a combination of Western and Indian dance, Kuchipudi and Kolattam. The management magnanimously provided the costumes, make-up and provided a spacious space for conducting the rehearsals. They also provided refreshments for the students. Before the main event, the cultural team were allowed to rehearse in the University Centenary Auditorium. Students were transported from the college to the University and back in a specially arranged bus. Professor Mahalakshmi from the Department of Commerce (Shift 2) said that she learned lessons in team management and leadership skills by being part of the team. The major takeaway for her was that she was part of a historic event in the annals of our college.

### EDITORIAL

We want to express our deepest thanks to the triad of DRBCCC Hindu College, our dear Honorary Secretary Sri.M.Venkatesaperumal, our Principal Dr G. Kalvikarasi and our Director, Dr N Rajendra Naidu for their continuous encouragement and advice. This issue of the Cunnan newsletter is dedicated to the everlasting memory of our Founder. We are the medium through which his vision and philanthropic zest are manifested. We thank all the people who contributed to make this newsletter a reality.

THANK YOU

EDITORIAL TEAM

CUNNAN NEWSLETTER

The day remembered..

Students share their experience of attending the 150th Birthday Celebrations of our founder.

**Hemnath of III B.Sc Maths (Shift 1) ( Rank Holder)  
Interviewed by Nithyashree of II B.Sc Maths  
( Shift 1)**

"I liked the message given by the honourable Vice-President of India, Shri Venkiah Naidu. He spoke about the need to love your mother tongue even when you are learning other languages".

**Kirubakaran R III BCA ( Shift 2)**

**Interviewed by Ramesh M, II BCA ( Shift 2)**

"It was a proud and prestigious moment for me to wear multiple identity cards that bore the name of our college and attend the event. I regard myself lucky to have completed my degree during this auspicious time in the history of our college"

## **NEWLY INDUCTED TRUSTEES TO THE DRBCCC CHARITIES**

The vision and mission of DRBCCC Hindu College is rooted in the philanthropic philosophy of its founder. Democratic and participative style of leadership is the hallmark of the college. Our founder couple Dharmamurthi Calavala Cunnan Chetty Garu and his wife Seethama Garu inspires, initiates, persuades and guides the members of the DRBCCC Charities to attain the academic goals and philanthropic objectives. It is an honor to welcome and share the details of the newly inducted trustee members in this issue of the Cunnan Newsletter.



**Dr. R Balaji Gupta**  
**President & Trustee**  
**10-08-2020**



**Sri G Chandramohan**  
**Trustee**  
**10-08-2020**



**Sri Ramesh Chitralla**  
**Trustee**  
**16-11-2020**



**Sri B Gautham**  
**Trustee**  
**26-04-2021**

# IN MEMORIAM

We remember and honor the memories of all those who were part of the DRBCCC Charities. Remembering these personalities is an excellent way to offer our pranams.



**V Sethuram**  
**4-7-2020**

Sri V Sethuram, was the president of the Indian Fine Arts Society (IFAS), one of the oldest music sabhas of the city.

He always believed that running IFAS was part of his life. He used to sit at the Ethiraj Kalyana Mandapam entrance (the venue of the December Music Festival) welcoming everyone with a smile. He had a huge collection of Thanjavur paintings, lovely, lacquered screens. Outside of music, Sethuram involved himself in numerous charities.

He was also a pillar of Chinmaya Mission, Madras Riding Club and Bala Mandir Kamraj Trust. He had a huge circle of friends and he embraced everyone with love and affection. Hailing from the Vupputur family, that ran V.Perumal Chetty and Sons. The family also ran the Hoe and Co diaries, a famous printing house. V. Sriram in his article which appeared in the Hindu recalls that S Muthiah, the renowned historian used to approach

V Sethuraman whenever he had questions about the old business families of Madras. He is described in the article as a person who had 'a gracious way of life'



**V.R Bakthavatsalam**  
**5-5-2020**

Sri V R Bakthavatsalam did his Masters in Economics and pursued further studies in Social Security Administration and Personnel Management. He was part of Curzon & Co, a wooden furniture manufacturing and retailing firm. He was the General Manager of the company for many years and later on took over its reins. Sri Bakthavatsalam knew that there is more to life than just family and business.

He was the first president of JCI (Junior Chamber International) India. He served as the trustee of charitable trusts like Sri Kanyaka Parneswari Devasthanam and Charities and DRBCCC Charities. He was also the President of the DRBCCC Charities for many years. Sri V R Bakthavatsalam was pretty liberal in giving away his time and energy for the activities conducted by DRBCCC Charities. He was the Correspondent of the Seetha Kingston House Matriculation Higher Secondary School and DRBCCC Higher Secondary School in Kakkalur. His philanthropic mindset benefitted numerous individuals and organisations.