

Exemplifying Values: Ma. Venkataram's Journey with RSS

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ABSTRACT

In the tapestry of Ma. Venkataram's life, his journey with the Rashtriya Swayamsevak Sangh (RSS) emerges as a vivid thread, woven with the fabric of unwavering values and steadfast dedication. As he walked the path of service and leadership within the RSS, Venkataram exemplified the very essence of integrity, compassion, and selflessness. From his earliest days as a member, Ma. Venkataram embraced the ethos of the RSS with zeal and commitment. Guided by the principles of self-discipline, social responsibility, and nation-building, he embarked on a journey of personal growth and collective upliftment. His steadfast dedication to the organization's mission, coupled with his innate humility and empathy, endeared him to his peers and mentors alike. As Ma. Venkataram rose through the ranks to become the Convener of South Karnataka for the RSS, he brought with him a wealth of experience and a profound sense of purpose. In this role, he served as a bridge-builder, fostering harmony and cooperation among diverse communities. His leadership was characterized by inclusivity, fairness, and a deep-seated commitment to the welfare of all

INTRODUCTION



Figure 1. Ma Venkataramu – (Born 04.03.1947), Senior Leader of RSS, Convener of South Karnataka of RSS.

Ma. Venkataramu has born and grown in Ashokapuram. He has completed his schooling since Nursery to 8th Standard in Ashokapuram Government School, joined Hardwik School for High School studies, then Joined Maharaja College for higher studies. In his childhood Mr.Venkataramu was very silent, calm nature. He started his services by attending RSS's "Vijaya" Branch in Krishnamurthypuram where it was ongoing when he was studying in High School. It first Branch which was established by Maharastrian Shri. Yadavarao Joshi(Karnataka pramuk) Mr.Shivaswamy(Shivu) was Head Master, Mr. Sathya and Mr.Satyu were Asst Teachers, Mr. Thimmaiah was promoter for Mysore Dist. Teacher, Mr.Sathya use to come Mr.Venkataramu's house and bringing him to Sanghas Branch for classes. He use to take education one hour classes between 5.30 PM to 6.30 PM, at a same time Mr.Haribanwo, Senior RSS from Belgaum, has came as promoter for Sangha in Mysore Dist.

On those days Mr.Nam Venkobarao (Venktanna) was Head Master for "Prathap" branch situated at K R Mohalla, Mr. Su Ramanna was Head Master for Ramanuja Road branch,"Shankara", they were use to give special lectures. Mr. Venkataramu used to visit at least 2 to 3 times at Madhava Krupa situated at Ramanuja Road.

He was interested in sports since his high school education. He used to attend football tournaments which were use to held at Doddakere Maidan, also going for movies and hotels, later he use to participate meeting and programs of Vishwa Hindu Parishad, Bharathiya Majdoor Sangha and Akhila Bharathiya Vidyarthi Parishad, which were co organisations of RSS.

On those days Mr Venkataramu has participated in Regional level Training Camp (OTC), as Representative of RSS Mysore Branch held at SJCE College, which were held for a month. That was his first OTC Camp later he was he was worked as promoter by setting new branch at Peryapatna for 15 days over all nearby villages. During this stage he has associated with his brothers and

along with Mr.Ramakrishna, Mr.Mudduchaluvaiah and other RSS senior leaders he continued the voluntary services.

With company of Mr.Ramakrishna, Mr.Mudduchaluvaiah and Mr.Srinivasaprasad, he started Ashokapuram Yuth Sangha at 3rd Cross. They use conduct protest program against atrocity and oppression to the untouchable community at every corner of state and country. For a example on a moment in 1968, at Krishna District of Andhrapradesh, A scheduled cast boy was tied up in tree and lively fired(burnt) after hearing this incident all of them are felt angry, suffer and pain. All youths were joined together and decide to protest. To lead this protest they decided to invite Mr. N Rachaiah, who was senior leader and Ex Minister, and went to invite by cycle on a double riding through Ambar Cylce by Mr. Srinivasaprasad, Mr.Mudduchaluvaiah and Mr.Venkataramu towards T Narasipur and he has agreed to lead the protest. Later on stipulated date protest was held for a inhuman incident.

Meaningful programmes were being held like Amedkar Jayanthi and other cultural activities. Mr.Venkataramu has joined as District Manager in Food Corporation of India after completing his BA Degree. Later he was in contact of all Regional conveners of RSS. In 1988-89 when Golden jubilee birth anniversary of RSS founder Mr.Keshavaprasad Mourya, held in Mysore Town Hall, on the day Sangha's Senior Pracharak Mr.Haribhavo Vije was Member of Parliament. Mr.Venkataramu was continued as volunteer for Sangha and conducted OTC Camp at Nagapur. He has dedicated himself for sangha, now he is serving as Sanghachalak for RSS South Region. Mr.Venkataramu was like ajathashatru, humanitarian, sattvic person, silent person. I pray god to give him more lifespan and good health.

LITERATURE REVIEW

Objectives of Exemplifying Values: Ma. Venkataram's Journey with RSS

1. Promotion of Core Values:

The primary objective of highlighting Ma. Venkataram's journey with the RSS is to underscore the organization's core values of integrity, selflessness, and service. By showcasing his exemplary conduct and leadership within the RSS, the aim is to reinforce these values as foundational principles for all members.

2. Inspiration and Motivation:

Another objective is to inspire and motivate current and future members of the RSS by presenting Ma. Venkataram as a role model. His commitment to the organization's mission, coupled with his dedication to upholding its values, serves as a source of inspiration for individuals seeking to make a positive impact in society.

3. Community Engagement and Outreach:

Ma. Venkataram's journey with the RSS also serves as a means of engaging with communities and fostering goodwill. By highlighting his efforts in promoting social harmony, inclusivity, and cooperation, the objective is to build bridges across diverse groups and strengthen the organization's relationship with society at large.

4. Educational Purpose:

The narrative of Ma. Venkataram's journey with the RSS can also serve an educational purpose, both within the organization and beyond. By examining his leadership style, decision-making processes, and approaches to challenges, members can gain valuable insights into effective leadership and organizational management.

5. Preservation of Legacy:

Additionally, documenting Ma. Venkataram's contributions to the RSS helps preserve his legacy for future generations. By commemorating his achievements and the impact he made, the objective is to ensure that his memory lives on as a source of inspiration and guidance for those who follow in his footsteps.

6. Cultural and Historical Context:

Ma. Venkataram's journey with the RSS provides a lens through which to explore the cultural and historical context of the organization. By examining his experiences within the broader socio-political landscape, the objective is to deepen understanding of the RSS's role in shaping Indian society and its values.

METHODOLOGY

The study is based on the primary as well as secondary data. The study mainly depends on primary data collected from simple random sampling of people in different sectors. The study is a questionnaire consists of multiple choices and it has distributed to People in different sectors in area of Mysore district, Karnataka state. The collected information as well as outcome of the study is reliable and accurate of the opinions of People constituted the survey method in the study.

RESULTS AND DISCUSSION

The interpretation of data was analyzed through percentage as data has been gathered from 50 respondents. It was done in the following manner:-

1. Table formation: To show the data collected.
 2. Graph: To show percentage of response on each question.
- Name.....
 Gender.....
 Email.id.....

Table 1. How has Ma. Venkataram’s Involvement with The RSS Contributed to His Dedication to Serving Society.

Sl. no	Opinion	Respondent	%
1	Very Excellent	40	80
2	Excellent	7	14
3	Good	3	6
4	Normal	0	00
5	Total	50	100

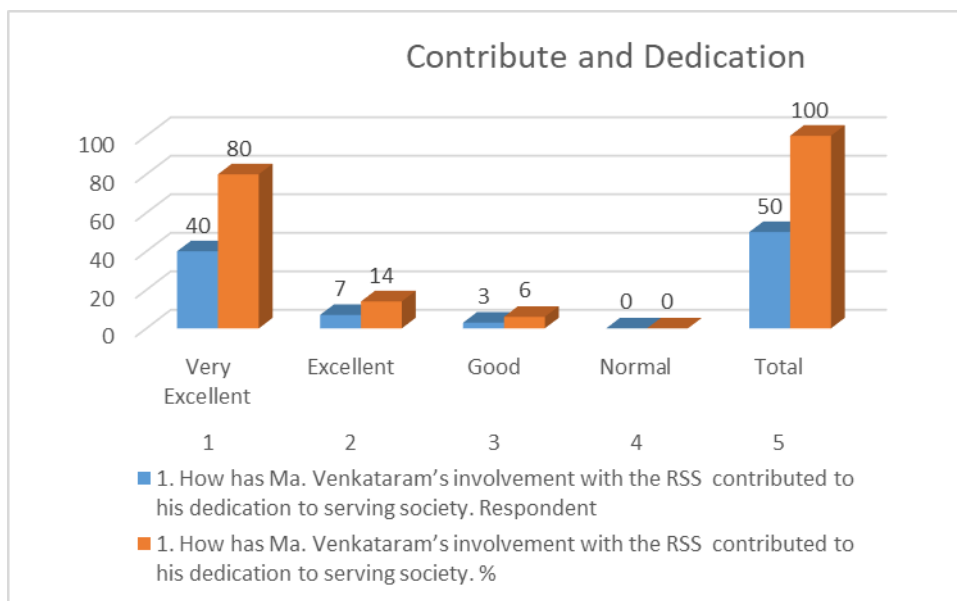


Figure 2. Contribute and Dedication

To interpret and analyze the data regarding Ma. Venkataram's involvement with the RSS and its contribution to his dedication to serving society, we can use the provided responses from respondents. Let's break down the data:

1. *Very Excellent:*

Percentage of respondents: 80%

Number of respondents: 40

2. *Excellent:*

Percentage of respondents: 14%

Number of respondents: 7

3. *Good:*

- Percentage of respondents: 6%

- Number of respondents: 3

4. *Normal:*

Percentage of respondents: 0%

Number of respondents: 0

analyze the data:

The overwhelming majority of respondents (80%) rated Ma. Venkataram's involvement with the RSS as "Very Excellent" in contributing to his dedication to serving society. This indicates a strong perception among respondents that his association with the RSS has significantly influenced his commitment to societal service. A notable portion of respondents (14%) also rated his involvement as "Excellent," further reinforcing the positive impact of his affiliation with the RSS on his dedication to serving society. A smaller percentage of respondents (6%) rated his involvement as "Good," suggesting that there is still a positive perception among a minority of respondents regarding the contribution of his involvement with the RSS to his dedication to serving society. Importantly, there were no respondents who rated his involvement as "Normal," indicating a lack of perception among the respondents that his involvement with the RSS has had no impact on his dedication to serving society.

Overall, the data suggests a strong consensus among respondents that Ma. Venkataram's involvement with the RSS has greatly contributed to his dedication to serving society, with the majority rating it as "Very Excellent." This indicates a significant positive perception of the role of organizations like the RSS in fostering a sense of societal service and commitment among individuals like Ma. Venkataram.

CONCLUSIONS AND RECOMMENDATIONS

Ma. Venkataram's journey with the Rashtriya Swayamsevak Sangh (RSS) stands as a testament to the enduring power of values and the transformative impact of selfless service. Through his unwavering commitment to the organization's core principles of integrity, compassion, and social responsibility, Venkataram exemplified the very essence of leadership and citizenship.

Throughout his tenure as Convener of South Karnataka for the RSS, Venkataram's leadership style was marked by inclusivity, fairness, and a genuine concern for the welfare of all. He served as a bridge-builder, fostering harmony and cooperation among diverse communities, and his efforts were guided by a profound sense of duty towards the betterment of society.

Venkataram's journey not only inspires admiration but also serves as a guiding light for current and future members of the RSS. His exemplary conduct and dedication to the organization's mission serve as a beacon of hope and inspiration, reminding us all of the power of values to shape our collective destiny.

As we reflect on Ma. Venkataram's legacy within the RSS, we are reminded of the enduring importance of upholding principles of integrity, selflessness, and service. His life serves as a testament to the transformative potential of leadership guided by values, and his contributions continue to inspire and guide us all in our quest for a more just, compassionate, and harmonious society.

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