Language is the road map of a culture. It tells you where its people come from and where they are going.

- Rita Mae Brown (Feminist writer)

With the advent of technology, the world has changed a lot. Speed has become the mantra of life. While switching the priorities, language and culture were ignored. People didn't see the harm in leaving them as their value can't be assessed in terms of money. But we've seen them... and made a move.

OUR INITIATIVE

Being the publishers of the largest circulated daily in Telugu - 'Eenadu', we've always strived to keep up the journalistic values. The word printed in Eenadu has an impression of truth. Along a lucid style of writing, utmost care was given to precise language. Apart from the newspaper, four magazines were run by us.. VIPULA- filled with short stories, CHATURA- dedicated to a feel good novel, SITARA- rumourless film news, ANNADATA- largest circulated magazine in India on farming. Our Television channels ETV, ETV2 and ETV3 obtained the same goodwill of Eenadu, with hi-fi TRP ratings.

Through the eyes of Eenadu, we've felt the change in the society towards language and culture. Being a humble part of the society... it was our responsibility to glorify them and let them not fall lower. Ramoji foundation was our initiative to fulfill such need. Every mean that is needed to serve the word is lifted through foundation. The works of Dictionary making, publications, collecting archives, website, coining new words... were taken up for the cause. And a few magazines were proposed too.. 'Telugu Velugu' (culture and language) and Bala Bharatam (knowledge and values through language) were now a reality. Even though Chatura - Vipula magazines are striving to enrich telugu literature from 1978, recently they are converted into non-profit mode and taken up by Ramoji Foundation.
ST(R)EAM OF HURDLES
It's easy to be part of the society. But to ride against the change can prove to be a harsh deal. While existing magazines were feeling the heat due to the low readerships... A magazine based on literature, language and culture is certainly a challenge. And we are up to it! Much thought is applied to framework the magazine. Seminars were held with the scholars, correspondence was made with the icons of respective fields, opinion of elders was invited... and vision documents were made to be all inclusive.

VISION
- Irrespective of generations, every native of telugu should be aware of his language and culture.
- The misconception against telugu as an upstream to the changing world needs to be resolved.
- The beauty of telugu literature and grandeur of its culture be revisited.
- Lenience on the part of government towards the uplift of language be questioned.
- Any change or development in the vocabulary of telugu to cope with needs of the society be suggested.
- Encouraging the skill of writing amongst the young
- The magazine was meant to uplift and protect the word and deed of telugu, but not as an duel with English language. We recognize english as an universal language.
- Encouraging writers and soothing the aesthetics of the readers by publishing eligible works in various genres.

PRECISION
Documents can always look good, but deeds can lead to weeds. Utmost care and caution was taken to generate the magazine as per the set goals. Hundreds of articles reach our editorial office every month. Each and every article gets scrutinized by the editorial team, and a perfect article is selected. The process of publication doesn't end here. It only starts! The team refines the article to utmost precision, adding much needed facts and fractions. Writers were consulted for additional info and books dug out for authenticity... and the output glitters with perfection. The article is published in most presentable manner. The author receives scores of calls within a few days of the publication... adding glory to the success of the article.
CONTENT
- The issue starts with a thought provoking editorial, the unbiased letters from the readers leads to the pace.
- Seven stories were placed, one of them being a classic from the past (Katha parijatam). Various dialects of language were given due importance.
- Interview of stalwarts in the field of art and literature were presented.
- Essays with fun, pun and critique.. entertaining the readers without compromising with the aims.
- Cultural events, celebrations and rituals get covered.
- Developments in language getting suitable for technology intimated.
- Methods to learn, teach and get employed though telugu were laid.
- Poetry, word games, classic books, readers participation, literary and movie reviews, Short Film intros.... were all get filled up with numerous features.

SUCCESS
Telugu velugu has become the household magazine for thousands of readers, since its inception. An article in the magazine is taken as granted to be authentic. It has been a new addiction to the bibliophiles, hope to scholars and solace to activists. The success of the magazine has increased our responsibility live up to the standards... if not better!

STRUCTURE
- **Span**: Monthly
- **Pages**: 100
- **Price**: 20/-
- **Dimensions**: 19.8/ 26.6 cms.
- **Print**: Multi colour, Glazed paper
- **Starting Issue**: September 2012