

Interview....

**IF WE GET BOUQUETS WE SHOULD EQUIP OURSELVES FOR THE BRICKBATS....**

**AMRUTHA LATHA**  
Promoter



✿ **Parents say that they can't afford the school fee as it is very high in your school - Your opinion please?**

- When the parents expect high standards in education, management tries to attract the teachers by way of offering handsome salary. To meet this expenditure there is no other go to the management except to enhance the fee once in every two years. Unless the students pay the fee that suffices to meet their salary, teachers do not pay proper attention towards their profession. As such, both the problems are inter-linked.

We don't justify things at the cost of the labour of our teaching staff and their tireless contributions. Every person needs job satisfaction. It's not our forte to deprive somebody of something in the name of charity.

Do we ask a manager of a star hotel to supply the tea on par with the rates of tea of hawkers? No, we are not supposed to. If we want to look for the quality, we should ignore the charges. If we are particular about the charges, we must forget the quality. But as far as my knowledge is concerned, the fee we charge in our school is moderate to what other institutions charge.

✿ **But some poor people want to admit their children in your school. How do you think that the fee in your school is moderate for them?**

- In one way or the other - we too serve the poor. Infact, most of the poor people prefer government schools. If any one is so interested and particular about joining their children in our school, we seek the help of the industrialists and philanthropists.

Almost 3 to 4 poor students in every class, getting admissions under their sponsorship.

In addition to this, on humanitarian grounds, we undertake the responsibility of the students who once admitted in our school if any tragic incidents occur to their parents.

Most of the studious and meritorious students have received such help so far and we keep it in a low profile. We never publicise the things related to help. What we give is known to those who receive it. Our modesty doesn't permit us to boast ourselves about the hands we stretch for the needy people.

✿ **People say you are concentrating on colleges rather**

**than paying attention towards your schools - Comment?**

Time is our most precious commodity. No one knows how much time is left. What ever our goals are, they must be accomplished in the remaining time we have.

I started these schools 25 years ago with an aim to stick on for quality in education and 'English' as medium of instruction in the rural area and at the same time I was in Government service as a teacher with eight years of experience. So I had to dedicate the major part of my time for my Government service and minor part for my brain child.

After resigning my job, I got plenty of time. So I utilised the time that I spent to work in Government school for the establishment of other institutions, in addition to the development of the schools already established.

It was just one man army, when I started the schools but now my abilities and efficiency are multiplied in the form of my colleagues, whom I selected, trained and appointed as the heads of these schools.

Right now the two schools are under the supervision and guidance of well experienced and qualified staff who have been working for two decades and dedicated themselves for the cause of education and set high standards for our pupils.

✿ **People often complain about the standards of your school and they further say that your institution has not yet got state ranks and cent percent result in S.S.C. - Please clarify?**

I stand by what I said earlier and I confidently say that every teacher in this institution stands for achieving the standards set for the students.

What if, if one or two students get state ranks and others tumble down?

Infact, there are several methods to achieve the things mentioned in your question. For instance.... some institutions get state ranks by sending only the cream of the students, some may adopt unfair methods, some others get state ranks once in a blue moon and few may influence people around them etc.,

We too got cent percent result thrice & state 8th rank in S.S.C in the year 1993-94. Is cent percent result 'the only yard stick' for measuring the standards of an institution? Infact, there are several other factors that gauge the standards - the highest ranks and placements the students get once they leave the institution, the communication skills they develop, the basic knowledge they acquire at the early stage and above all the character they perceive in their schooling and so on....

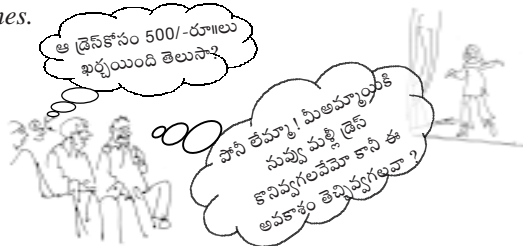
One can gauge the standards of any institution by the success of its students who excel in various walks of life.

❖ **Your schools also conduct entrance test for new admissions. Isn't it to get the cream of the crop ?**

- Our entrance test is not at all a 'churn' - but a mere manifestation of the child's academic standard. We are totally unbiased in our admissions. Infact it is every child's birth right to go for a qualitative schooling. Any how when we need a fish for swimming course ... won't it be our basic responsibility to check whether it is a fish or tadpole before allowing it into the big ocean ?

❖ **Of course..... every year your management celebrates Talent Show of your students in an organised way that no other school even in twin cities celebrates its annual day in such a grand scale. But we heard that management encourages only the students who pay money for the Talent Show. In this regard you are discouraging the Talents of students who cannot afford the dresses - Comment please?**

- Infact, we don't collect any fee for conducting Talent Shows. We get their costumes on hire basis from Hyderabad based costume designers. Some times we buy the cloth with the money collected from the students and get the dresses stitched and hand over them to the students after Talent Show. Students need not pay any thing in case they are in the dance that requires no special costumes.



It's so painful to measure and evaluate things only on monetary aspects. Money makes many things possible but will it or can it bring 'life' - even to an event ? NO !

Our talent shows are lively due to our feeling, passion, compassion and quenchless thirst for arts, artists and artistry. Almost 3/4 of students of the total strength are honoured and applauded for their excellent records either in sports and games or cultural activities on the day of talent show.

We don't challenge but humbly say that ours is the only institution that provides such a wide spectrum of opportunities with a golden 'silence'. Talent show - a platinum threshold to let the talents pass through, with no bias. Every participant is a valuable piece of our workmanship - the tools being patience, patience & patience.... Any way nothing comes easily.... and what comes easily loses its importance, charm and value.... in over night.

❖ **Some people say you simply waste money on talent shows?**

-I am glad as you too agreed that we spend a lot of money for a talent show. There is a genuine reason for it.

Talent show is an art. Art - in any form is constructive. It is for self expression, self control, self satisfaction and self-realisation... which in turn brings immense happiness and eternal bliss not only to the participants but also to the viewers.

As the name itself indicates, it is a star-studded event where the talents of the students of all the ages are showcased marvellously and fabulously.

A festive day is surely different from any other normal day in its brilliance and ambience. It is a laborious task in true sense that no other institution can neither try nor organise as it is beyond any body's reach.

But our aim is not only to unearth the child's talents but also to provide a platform for an exposure. It is neither an exaggeration nor an over statement but our artistic out look is so high and intense enough to tune any thing including a stone or a sand dune.

It is like preserving their child-hood in the album of their memories vividly for ever. What else would be an equivalent gift other than this to offer our students with love and affection.



**BOUQUETS**

❖ **'Diplomacy' define it ? How is it useful for an administrator ?**

- It is an art of making others dance to ones tunes and it is also a skill of balancing egoists and idealists. In a word, it is a tactfulness through which an administrator brings co-ordination among different departments, handles the situations, tackles the problems and settles the disputes.

❖ **'Togetherness'... interpret ? How do you link it to an organisation ?**

-Nature inspires me in this aspect. It is bewitching, breathtaking and gets us awestruck because of its multifarious forms, shapes and colours.

Even a diamond, the queen of all gems is not considered as so, unless and until it is cut and polished... for its brilliance lies in its multiple facets. So togetherness brings perfection and success.

- In a word, 'togetherness' is nothing but a 'collective effort' - through which one can achieve any thing and every thing related to an organisation.

❖ **Who is your best friend ?**

A friend in need is a friend in deed. Like any relation... friendship must be reciprocal. My dictionary is my best friend. It helps and improvises my faults and fancies. It takes my ignorance and inappropriateness and in return it gives me clarity and comprehension.

❖ **What makes your world lively ?**

- The association of tiny tots. They are the personification of innocence. They cast spells on every

loving heart on this planet. I forget the hardships I have been through in their mischievous and enchanting smiles. They revitalise my spirits to go on at a stretch for several thousand more miles.

✱ **It's been said that you're an excellent teacher and a writer as well. Any plans to focus on these roles to thrill your fans ?**

Thankyou. I prefer a teacher's role to an administrator's pose. Due to dearth of helping hands in administration it's inevitable to get myself confined and contented.

Regarding the writer's role - I am neither a cloud nor a spring to influence - but I like being either a peacock or a cuckoo to be inspired -

This magazine must be an extension of my expressiveness as a teacher and also a writer I suppose.

✱ **Your 'footholds' to reach the pinnacle of success ?**

There's nothing like incipient success. It's taking ones first step, accompanied by the infinite unflinching steps.

The initial days are illuminated by the helping hands of Mrs. Himabindu, Mrs. Surya Krishna Reddy and Sri Jayanth in my academic pursuits. The immutable encouragement of my siblings helped in my personality development.

My urge to establish these schools was fulfilled by the whole hearted support extended by Sri N. Kishan Reddy, & Sri G. Raja Reddy, famous industrialists. My friends, who have been the sources of my steadfastness to the principles.

A success of this magnitude would have not been possible with out the unparalleled and ineffable trust of the parents of our students and co-operation of staff. I gratefully acknowledge their staunch support.

✱ **'Foresight' is a feather in an administrator's cap. But how could you fail in predicting the present crisis in the professional colleges of rural area ?**

My educational concepts are clearly biased towards rural areas. A rural area must never be deprived of any facility just because of its rural background. Why should we keep ourselves underprivileged ? I strongly feel for the self sufficiency of our villages regarding the vital aspects of life.

Few genuine reasons for the present crisis in the professional colleges in a rural backdrop are...

1. Our wings are too tender to compete with the gigantic lobbyists of urban area.
2. The colleges, already well established, have left no stone unturned to curb the spirits of rural colleges by increasing their 'intake' capacity from 300 to 500.
3. The G.O's of Government that led to mushroom

growth of colleges and liberalisation of A.I.C.T.E policies for sanctioning and shifting the colleges are nothing but a 'strangle hold' on our struggles.

4. Finally... the utter craze of rural students to opt an urban college has literally left our concept 'punch-drunk'.

✱ **'Amruth Kiran' was an Ideal magazine with vigour and values. Why was it closed down ?**

The success of a magazine depends on its printing, editing, advertising and marketing. For a magazine, expenditure is more than the receipts. To balance the payments and receipts, it's a must for any magazine to depend on advertisements.

Naturally it becomes the crux of the matter for a new comer to get the advertisements. Similarly we face the same in its marketing too. To get the advertisements, the only option left is to grab the 'essential things' by hook or by crook. Won't it look ridiculous and suicidal to print morals by foregoing them in its establishment ? This led to close down of Amruth Kiran.

✱ **You're an educationalist.. what prompted you to start 'Amrith Kiran' in the first place ?**

A value based magazine is as good as an educational institution in the enlightening process of the society. If it's a school, our visions and concepts are limited to our students only, whereas a magazine has a wide coverage in touching almost all spheres of the society.

✱ **We could sense you being an inspiring teacher through your thought provoking and concised editorials.... How could you hit the nail on the head ?**

By nature a teacher and a writer are alike. Their observation is meticulous. They pin point what's needed and it is illustrated vividly. It has been the God's grace to be created basically as a teacher cum writer and these two factors are my 'edge shears' in portraying the human qualities and their behavioural tendencies in a nutshell.

✱ **Who're your role models in educational field ?**

Smt.Durgabai Deshmukh, a well known social reformer at state level inspired me.

I am also inspired and influenced by Sri M. Narayan Reddy and Sri M. Ganga Reddy the great grand duo who took initiative for the upliftment of women in the field of education in Nizamabad.

✱ **'Vijay' is what your schools stand for in name and fame. How could you be so choosy to christen them ?**

- I must agree that I was choosy. Our schools were christened 'Vijay' in token of our gratitude and aim. The credit goes to Mrs. N. Vijaya and her husband Mr. N. Kishan Reddy who helped us by heart & soul in providing an 'academic house' with infrastructure.

They made it homey for our brain child to be home and dry. They breathed life into our dream project. Another reason is obviously being 'hitting the bull's eye' - the success.

**Interviewed by: Mrs. T. Sai Laxmi,**

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Sri N. Kishan Reddy



Sri G. Raja Reddy