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DO U KNOW WHO WAS THE FOUNDER OF YOUR FAVOURITE CHILDHOOD MAG CHANDAMAMA

A boy was born in Pottipadu, a little-known village in Cuddapah district in Andhra Pradesh some 109 years ago. The village school taught only epics like the Ramayana, Mahabharata, and the Bhagavatam.



Shri B. Nagi Reddi

2 Dec 1912 - 25 Feb 2004

The teacher told the children how to lead a righteous life. They were advised to get by heart the truths contained in our ancient works.

The boy, Nagi Reddi, later moved to Madras (now Chennai), where he attended a regular school for a few years. Before he could complete

his studies, he was called upon to join the family export business. As a youth, he was drawn to the country's fight for independence. He got involved in the Khadi movement. But his presence was required in Burma (now Myanmar) to look after the business.

However, the business suffered huge losses during the Second World War, and he had to start life afresh. He established a printing press which led to his publishing venture. He launched Andhra Jyothi, a socio-political magazine.

This venture brought about his close association with Shri Chakrapani, a writer of repute. Between the two of them they visualised a magazine that would entertain and educate the children of India speaking different language. It was a bold idea

And Chandamama was born a month before India became free.

His next activities were film production and medicare. He established the Vijaya - Vauhini Studios, the largest in Asia, and started two hospitals -Vijaya Hospital and Vijaya Health Centre—in Madras.

Shri Nagi Reddi was noted for his hardwork, simplicity and humility. All through his life, he was influenced by our ancient scriptures in whatever he did, whatever he spoke. He was the recipient of several Awards and Honours, from the printing, publishing and film industries,

and Honorary Doctorates (D.Litt) from two universities in Andhra Pradesh.