



MANDAYAM NEWS

Mandayam Sabha Web Portal Special

September 2009

The Mandayam Srivaishnava Sabha is pleased to announce the launch of its official web portal. At the Annual General Body Meeting of the Mandayam Sabha held on 15th August, 2009 at Sri Ramanuja Samskrithi Bhavana, Malleswaram, Bangalore; Sri M. D. Ramanuja, President MS Sabha, formally launched the web portal in front of a huge gathering of 150+ elders of the Mandayam community.

**You can reach the web portal at the link:
<http://mandayamsabha.in/>**

Upon the launch of the web portal, congratulatory messages by U Ve M. A. Lakshmithathacharya Swami, U Ve Tiru Ramanuja Swami and past president Sri M. D. Srinivasan were played to the audience. With the launch of the MS Sabha Web Portal, a long felt desire of the Mandayam community folks to have their own web portal has been fulfilled. We can now proudly claim to have a platform wherein all the Mandayam community folks spread across the world can interact and together harness the talents of the community towards the benefit of all.

Features of MS Sabha Web Portal

With a long history of the people from the Mandayam community spreading across several centuries, it is obvious that over the years a part of our community folks have spread far and wide across the globe. On the other hand, the recent generation of youngsters have been gradually moving away from the traditional Mandayam sampradaya and adopting the modern day, jet age traditions, gadgets and evolving cultures. It's exactly at this juncture that this web portal is designed to bridge the gap between our traditional history and the futuristic next generation Mandayams. Each of the sections in this web portal has been carefully designed in order to provide our strong culture, traditions and contributions by eminent Mandayams as well as provide enough exciting features for the modern generation folks to experience some of

the latest practices and culture desired by youth. Read on for details.

The Home Page

This page will be the most active part of the portal and it will be our endeavour to keep this constantly updated with the latest happenings across the Mandayam community. The Home page, also being the first entry point for all users, we intend to provide certain key information about achievers from our community in various spheres of life. For example, "**Meet a Mandayam**" will be one such feature wherein we will

pick one achiever and highlight his/her profile. This space will be utilized to cover the maximum of Mandayam achievers on a queue basis. Gradually we intend to add more variants to this feature through another series, to be named as "**Tribute to a Mandayam**". Here we intend to invite community folks to provide information regarding achievers from the previous generation who

have made significant contribution to bring glory to the Mandayam community.

The Home page also has the provision for users to register themselves and take advantage of participating in certain features that are restricted to authorized users. Features like "Ask Guru", "Mandayam Virtual Mall", "Blogs/Discussion Forums" would allow only registered, Mandayam community folks to participate. We may bring more features under this category later.

The "**Mandayam Origins**" and the "**Mandayam Gothras**" provide a whole lot of information tracing our origin way back to year 1053 and also how our families have evolved under various gothras. Users browsing this section can trace the history of their family as related to their gothras. There is more that needs to be added and as and when we get updates, we will enhance the information.

The "**Vision & Values**" of Mandayam Srivaishnava Sabha had been captured from some of the documents prepared by the vision committee. You will find a link between the key values of the vision and various sections of the web





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portal since the portal is a vehicle to drive the vision goals. Click on the details box to get a full view of each of the values and also how goals are being defined.

The "**Mandayam Sabha**" section takes you back to the history of Mandayam Srivaishnava Sabha, how it evolved, who were the key sponsors from the community because of them the Sabha survived and flourished. The list of past presidents/secretaries starting from the year 1915 will surely evoke nostalgic feelings to elders in our community. Finally, the information brings you back to the present when the latest general body meeting and the first elections were formally held on 15th August, 2009.

The Religious Section

Information related to religious activities, both historic as well as the present happenings, are collated and presented in a structured format in this section. We have provided information on the birth of "Sri Ramanuja Sanskruthi Bhavan", how this extended to the formation of Yathiraja Ramanuja Trust and further Sri Yathiraja Ramanuja Sampathkumara Jeeyar, the then Peethadhipathi, was designated as the patron of the Trust. The Mathadhipathi agreed to lease the vacant land adjacent to the present Yathiraja Mutt for a period of 30 years.

The section on "**Pilgrimage Places**" delves into the history of the most respected temple by Mandayam Iyengars; the *Melkote Temple*. Other important pilgrimage places covered include the *Kere Thondanur*, *Sri Manikarnika Gunja Sri Lakshmi Narasimha Temple - Sthala Puranam* etc.

At Melkote temple the main deity or moolavar is Tirunarayana with unique presence of Lakshmi, both in his chest and at feet (Varanandi), in Girbagriha. In the immediate court yard before Girbagriha, to the left side is the shrine of processional deity – Utsavar Shelvapillai - accompanied by Sridevi and Bhudevi. On circambulating, one sees Sudarshana Alwar followed by the consort Yadugiri nayaki's shrine. Shelvanayaki, consort of utsava moorthy graces the Thayar Sannidhi. Further ahead is Acharya Ramanuja's Sannidhi. He is the king of Melkote and is popularly known as talking Ramanuja.

A separate section in **Kannada** has been introduced that talks of some important information about



"**Gnanamantapa Kshetra Charitre**", about "**Sri Lakshmiyanardhana Devasthanam**" and about "**Sadguru Sri Thyagarajara Amrita Vani**".

The Community Section

A very interesting section which caters to a wide variety of information about the various practices and sampradaya followed by the Mandayam community folks. Here are a brief summary of the categorization of information in the Community section:

- The **List of Festivals** followed by the Mandayam Srivaishnava Community covers around 28 important festivals that are of significance. As we settle down with the full web portal in a later stage, we intend to gradually provide more information about all the festivals including possible dates, key features etc. We request community folks to provide us with more information about these which we could upload after due verification.
- The **Method of Serving Festival Food** is an interesting short article that explains the reasons for serving certain items in a particular sequence as well as which side of the leaf the items are typically served.
- A write-up on the **Importance of Gayatri Mantra** makes interesting reading and is very informative too.
- Quite often we wonder how big is the Mandayam community that is spread across the globe. This table about the list of **Mandayam Srivaishnava Families** is very useful for us to get the big picture. We understand that the information keeps changing dynamically and will try to get updates periodically. Please do share your family information to help us with updates.
- A special section dedicated to the great Mandayams of the past who made us all proud has been compiled in the section "**Tribute to Great Mandayam Personalities**". Dating way back to the year 1863 onwards interesting information about some of the great Mandayam personalities including G. G. Narasimhachar, M. A. Narayana Iyengar, Prof. M. Rangachar Rao



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Bahadur, The Puducheri Brothers and R. Narasimhachar Rao Bahadur have been enumerated. We are aware that there are many other great Mandayam personalities who do not figure in this list, only due to lack of available information. Should you have any information, please do send them to info@mandayamsabha.in.

- Mandayams have excelled in sports, as is evident even from our home page coverage about Ranjani Ramanujam. A special section about the great basketballers who brought laurels to the Mandayam community under the banner of **YMMA and YWMA** have been highlighted in this section. We have produced a great many national and international basketball players both in men and women section.
- The **Kannada** section covers three important information:
 - o *Women's role in MS Sabha activities*
 - o *Mandayam Srivaishnava Vivaha Krama*
 - o *Srivaishnava Lakshna*

The Ask Guru Section

The Mandayam community consist of families and individuals who have been really adventurers and have spread across the globe (including across India) seeking greener pastures. We are aware that quite a number of youngsters and even seniors from Mandayam families spread across have one situation or other wherein they seek expert opinion of Gurus in a specified area. We felt it would be great if we identify Gurus from our own Mandayam community and make them available (offline) to answer important queries put across by Mandayam folks. Gurus would be in various relevant fields like *Religious, IT, Education, Cooking, Medical, Music, Sports* etc. The questions and the answers will be hosted on the portal for all to benefit as a FAQ (Frequently Asked Questions).

A set of panel members will be identified for each Guru category and their credentials will be uploaded for all to view. Any query raised in a particular category will be communicated to the panel of Gurus, feedback obtained and uploaded on the Web Portal for all to view. We have currently identified a few Gurus in couple categories and are looking forward to nominations from community folks about other Gurus in various categories. Should you have any information, please do send them to info@mandayamsabha.in. Once we have sufficient

number of Gurus listed in each category, we intend to rotate their names in the Gurus panel.



The DIY Section

Do-It-Yourself (DIY): There are a number of situations wherein an individual felt that if only a self help procedure for doing a particular activity is available, it would be great. This DIY section will attempt to identify such activities and provide help. For example; *Gayatri Mantra Japam, Changing Punol, Reciting Vishnu Sahasranamam* etc. could be a few starters. The DIY could be extended to other areas like preparing food items which are Mandayam special like *Iyengar Puliyojere, Paal Payasam* etc. We intend to categorize the DIY items into Religious, Cooking, travel, Music, General and many more. There are a lot more we can do here. The information could be in a combination of Audio, Video and text formats. We feel families abroad would also benefit through this section. Should you have any information, please do send them to info@mandayamsabha.in.

The Virtual Mandayam Mall Section

The Virtual Mandayam Mall: What? Do we really need a Mall? Well here are our reasons for mootng the Mandayam Mall idea:

- o We feel that a virtual mall will help Mandayam folks to buy and sell many items that are specific to Mandayam community, may it be Mandayam-wear



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like *Melkote Panche* or special food items, ready mix items and many more. It goes without saying that each of the family spends certain amount of money on monthly basis to procure daily needs. Why not divert certain percentage of this purchase to within the Mandayam community? This may help some of the economically weaker families too.

- o There are many daily use items and also items that are required for religious occasions. It is best provided by specialists within the Mandayam community. The Mall will facilitate such internal transactions.

The MS Sabha will only facilitate uploading the various service providers/sellers etc., on the Web Portal. The MS Sabha will not be responsible in either assuring a fair transaction or timely payment etc. This will be left for the buyer and the seller to sort out themselves. The MS Sabha intends to setup a service provider evaluation system based on the feedback given by the buyer. Should you have any information, please do send them to info@mandayamsabha.in.

The Blog Section



We are aware that the Mandayam community has a number of eminent personalities who have achieved high level of success and fame in various fields including science, medicine, education, research, sports and more. These eminent people include quite a few youngsters too. We would like to invite them to come forward and blog on the Mandayam portal. Perhaps it will take a bit of prodding from someone within their family; we will reach out to them. The learning, experience and opinions of these eminent personalities will be of great help to youngsters in the Mandayam community.

Conclusion

Overall, the long felt wish of the MS Sabha to have a official web portal of their own wherein they could

communicate a lot many information, updates etc. to the Mandayam community across the world has been fulfilled. The information on the web portal is getting filled up in a phased manner. We have not even reached 50% of our target. We request the community folks to please bear with us as well as help us update a lot more interesting information on this web portal so that it could truly be an exciting place for all to visit, enjoy and benefit too.

We have tried our best to collect information about various sections on the portal from various authentic sources. But, as always, it is possible that in some places either the information is incomplete or it may even require improvement or refining. Should you have any information that would help us improve the contents, please do send them to info@mandayamsabha.in.

Watch out for some new initiatives that will appear soon:

- The **Mandayam Newsletter** that will be sent to all those who register on the web portal. As such please ensure you have registered formally.
- A separate section on "**Next Gen Mandayams**" that will cover a lot many interesting and innovative activities initiated for the next gen Mandayams.

Well, this is just the overview of the Mandayam Sabha's portal. Please visit it and send us your comments and views either in person or snail mail to MS Sabha office or through e-mail to info@mandayamsabha.in. Participate actively and help in making it an informative and useful tool for the entire community.

Mandayam Srivaishnava Sabha congratulates Shri. M. A. Parthasarathy, Shri. R.M. Srivas, Shri. M. T. Raghunath, Shri. M. A. Ravinder and their team, who have worked relentlessly to put up this web site in such a short time.

As we have completed just one month of hosting the MS Sabha web portal (15th Aug - 15th Sep, 09), we did a quick analysis of the frequency & pattern of visits and here are some interesting facts:

**Total Visitors (till date): 383 No. Of Page Views: 2,828
Avg. Time on Site: 18:44 minutes No. pages per visit: 7.38 % of New Visitors: 65.54% Visitor Regions: USA, UK, Canada, Australia, India, New Zealand, France, Qatar, Singapore & Germany.
Traffic Source - Direct: 47%, Referring Sites: 30.55%, Search Engines: 22.45%**