SIGNIFICANCE & NECESSITY OF CONDUCTING KALYANAMS

Tirumala Tirupati Devasthanams besides looking after administration of its temples, is contributing major part in the fields of Vedas, Education, Hindu Dharma as emphasized in Act 30/1987. The need for propagation of Hindu Dharma increased by passage of time and religious bodies like T.T.D shouldered the same. Through a separate body called “Hindu Dharma PracharaParishad”, TTD is carrying out dharmic activities through Hari-kathas, Bhajans, religious discourses, distribution of religious literature, Yagnas-Yagas, etc. The TTD felt the need to introduce new dharmic activity which could attract mass crowd at a time in a short period.

It is globally known that Tirumala is known for 'Nithya Kalyanam - PachaThoranam' where Kalyanotsavam is being performed to Lord of Seven Hills with His consorts Bhudevi &Sridevi everyday inside Srivari Temple for the cause of Loka Kalyanam. Due to space constraint, everybody would not get the chance of witnessing the sevas inside Srivari Temple, Tirumala like Thomala, Archana, Abishekam, Kalyanotsavam, etc. As such, there is ever growing demand for witnessing such Sevas including Kalyanotsavam and lakhs of devotees are eagerly waiting for their turn. Among other sevas like Thomala, Archana, Abishekam, only Kalyanotsavam can be conducted anywhere since it is being performed to Utsava deities.

As such, TTD as a part of Hindu Dharma propagation introduced Srinivasa Kalyanam. With the overwhelming response and requests from organisers / sponsors like non-profit Hindu organizations, religious institutions, Hindu temples, etc, TTD is conducting Kalyanams in various parts of India and even abroad for the benefit of local residents to witness the celestial wedding of Lord Venkateswara, thus filling joy and happiness in their minds besides promoting religious fervor among them.

With these Kalyanams, TTD is able to send the message of importance of Sanathana Dharma, Hindu philosophy, way of life, universal peace & prosperity in the society.
EXISTING GUIDELINES FOR SRINIVASA KALYANAMS

1. The sponsoring body or Individual who is willing to conduct Srinivasa Kalyanam should be a non-political, non-commercial and non-controversial, strictly adhering to Hindu Philosophy, its practices and religious processes.

2. “Dharma Pracharam” is the core part of Srivari Kalyanam and all the activities shall he centered around Hindu Dharma only. It shall be noted that Hindu or those who have faith in Hinduism shall organize locally bhajanas during the Kalyanotsavam with a lingering effect of Bhakthibhavam giving message to the world that Hindu Dharma, its Heritage conventions and spirit of Bhakti and Prapatti are time tested.

3. TTD extends its support for meeting the expenses of Homam. Further DPP also provides Pusthaka Prasadam and laminated pocket size photos and others, depending upon availability. The SKUP provides Ammavari Kumkum Bharanis to women who attend to Kalyanam subject to availability.

4. The entire proceedings of Srinivasa Kalyanam should be a part and parcel of Hindu Dharma Pracharam, instilling Bhakti, Prapatti and Dharmic values. The Kalyanotsavam Project should use Srinivasa Kalyanams as a platform for sending the massage of importance of Sananthana Dharma philosophy and way of life, its principles, human values, universal peace and prosperity. The Annamacharya Project, Dasasahithiya Project, AlwarDivyaPrabhanda Project, shall render “Keerthanas" highlighting the “MurthiVaibhavam" of Lord Venkateswara in these Kalyanams.

5. The programme is likely to be telecasted live/ deferred live by SVBC depending upon the opportunity available. However, local channels can be encouraged to cover the event provided they are willing to telecast the upcoming Kalyanam promos one week before the programme at free of cost.

6. The sponsoring body or Individual will provide choice of venues for Srinivasa Kalyanam and the venue shall be a prominent center of culture, places of Sages, Saints, Vedic importance etc. The Vulnerable places can be taken up on special priority for Kalyanam where large number of ST and SC’s reside.

7. If Kalyanam is already performed at one place, there is no need to conduct it again at the same place unless it is felt absolute necessary by the management with reference to Dharma Pracharam or the vulnerability of the said area.

8. The process of representation/applications for conduct of Srinivasa Kalyanam generally takes one month and the dates of Kalyanam will be fixed by the Officer on Special Duty, Sri Kalyanotsavam Project, TTD, Tirupati with the approval of the Executive Officer, TTD.

9. The Organizers should not sell any prasadam to pilgrims. However if TTD brings its laddu prasadam – TTD prices alone be applied. In this regard the decision of TTD is final.

10. The Ethical behaviour of the sponsorer should not raise any doubts and always on above board.

11. The sponsorer should not collect any amount by sale of tickets. If any collection is made by sale of tickets by the Sponsorer, TTD will be taking the issue seriously and shall even request the sponsorer to return back the amount collected from the devotees. In spreading BhakthiPrapathi by performing Kalyanams in various places there is no place for collection of amount from devotees for participating in “Kalyanams".

2
12. The Donors/ Organizers are permitted to display their name or names of the Organization in small letters as approved by the TTD to propagate their devotion to Lord.

13. The Sponsorers need not pay any amount to TTD Staff as they will be drawing Sambhavana/ TA/DA as the case may be from TTD. At the best the sponsorers may provide them good accommodation as in a new place TTD Staff may not be in a position to search for good accommodation.

14. Hundis offerings of the devotees at various Kalyanams are being directly handed over to the Dy. E.O, Parakama ni at the above of the seven hills in the Sanctum sanctorium of the Lord Venkateswara, immediately after conclusion of the Kalyanam event in the respective places.

15. TTD may change these guidelines from time to time and the sponsorer is requested to adopt them carefully.

**EXISTING GUIDELINES FOR SRINIVASA KALYANAMS (FOR ABROAD)**

- The sponsoring body should be non-political, non-commercial and non-controversial, but strictly adhering to Hindu philosophy and its practices and religious process and should be a registered organization.
- The Sponsoring body should give an undertaking that they would not collect donations/ contributions in the name of TTD or Sri Kalyanotsavam Project, from general public, except their own contributions of the sponsoring body.
- Any amount raised as kind can be used for Kalyanam with in thirty days of performance of Kalyanam, the sponsoring body would get the expenses audited and published.
- All activities should be a part of Dharma Pracharam only. It needs to be noted that the Hindus or those who have faith in Hindu way of life to organize an association/ Bhajan troupes groups at the local level and demonstrate through Bhajan Troupes before the procession of SreeVari idols and also at the venue, so that the Hindu fraternity send a message to the community that Hindu values, conventions and spirit of Bhakthi and Prapatti are safe and can be practiced.
- The programme will be telecast live/ deferred live depending upon the feasibility through SVBC with advance scrolls, promos and the like.
- TTD may change the guidelines and communicate from time to time and this Organizer shall adhere to it.
- The schedules drawn keeping in view areas where we need to concentrate Dharma Prachara.
- TTD will not be in a position to supply small Laddus as part of Sri Vari Kalyanam.
- If it is performed in one place, it not need again be conducted at the same place unless we feel it required with reference to doing Dharma Pracharam in that area.
- All the sponsoring bodies / Organizations can please query to above mail address. Since all the weekends cannot be available to everybody. Volunteers are requested to offer week days also for performing Srinivasa Kalyanam.
- If any organizer is willing to sell Kalyanam or Seva tickets to raise funds, the respective tickets must be issued with joint signature of the TTD representative and the organizer. After meeting the expenses relating to Kalyanam if any surplus remains that must be invariably credited back to TTD Hundia A/c only.
- Each and every organizer has to explain the purpose of organizing Srinivasa Kalyanams at abroad.
FEED BACK / EXPERIENCE FROM THE KALYANAMS ALREADY CONDUCTED

During conduct of Kalyanams at various places, certain acts of organisers found to be against the interests of TTD were noticed. The TTD teams which proceeded to various Kalyanams have faced certain problems now & then, and some are listed hereunder.

- Proper accommodation was not provided to TTD team.
- Ordinary vasthrams were used to deities in some places instead of traditional silk vasthrams
- Kalyanams were performed in banquet halls used for non-religious activities
- Donations were collected at venues at the time of performance of Kalyanam
- Tickets were sold and only ticket holders were allowed for Kalyanam resulting in criticism
- Conduct of cluster Kalyanams in a hectic schedule with which TTD team performed long journeys getting fatigue due to lack of rest.
- Proper publicity was not given by certain organisers resulting poor attendance of devotees / audience at some venues
- Unplanned schedule and not properly drawn route maps resulting confusion
- Similarly, there was no proper finalisation of calendar well in advance for performance of Kalyanams, no proper budget planning, non-clearance of advances, etc by the Project office.
- Budget drawn was not accounted for in time due to shortage of office staff.
- No job-chart was drawn to the staff. No pre-survey was conducted for every Kalyanam.

NECESSITY FOR REVISION OF EXISTING GUIDELINES

It is noticed that the existing guidelines are not sufficient to have fool-proof system and to ensure transparency to conduct Kalyanams and to overcome the criticisms faced by TTD in conducting Kalyanams in certain places. Comprehensive guidelines felt necessary based on experience. Now to have fool-proof set up to conduct Kalyanams without any communication gap between organiser and TTD with regard to submission of application, guidelines, check-list, job chart of various officials and organiser, the TTD decided to formulate comprehensive guidelines from the experiences of the past.
STRATEGY FOR REVISION OF GUIDELINES

The Governing Committee of S.V. Kalyanotsavam Project in its meeting held on 1-10-2013 headed by the Exe.Officer, TTD decided to formulate comprehensive guidelines, job chart by conducting a workshop with various stakeholders having experience in attending Kalyanams. Accordingly, a workshop was held on 9-11-2013 at SVETA Meeting Hall, Tirupati headed by the Jt.Exe.Officer, TTD, Tirupati wherein several participants from various departments of Tirupati & Tirumala attended the workshop. The participants were formed into four groups and each group was given ample time to discuss among themselves and submit their guidelines/feed-back group-wise. Accordingly, on behalf of their groups the following officers presented the suggestions / guidelines in brief and submitted the comprehensive note in writing.

1) Sri A. Hanumanthu, Vigilance & Security Officer on behalf of 1st group consisting of Sri C. Ramana, Dy.E.O, Sri T.T., Tirumala, Sri Seshadri, OSD, Srivari Temple & others
2) Smt. T. Chenchulakshmi, Dy.Exe.Officer (General) on behalf of 2nd group consisting of Sri T.V. Sivakumar Reddy, Addl.CV&SO& others
3) Sri P.V. Sesha Reddy, GM (Transport) on behalf of 3rd team consisting of Sri B.R. Guru Rajarao, Bokkasam i/c & others
4) Sri B. Siva Reddy, Dy.E.O(Services) on behalf of 4th team consisting of Smt. K. Baby Sarojini, DyEO (P&A-II) & others

After thoroughly going through the feedback / suggestions received from various participants and after detailed study of each and every aspect keeping the interests of TTD in mind, it is agreed that, the conduct of Kalyanam involves three stages i.e. Pre-Kalyanam, During-Kalyanam and Post-Kalyanam. Accordingly, proposals are categorized as below.

**General**

* Decisions to be taken for strengthening the Kalyanam Project

**Pre-Kalyanam**

* Application containing (a) details of organiser (b) details of venue (c) details of various arrangements (d) sources of fund mobilization (e) Requirements sought from TTD with necessary declaration / undertaking and terms & conditions
* Constitution and job chart of Applications Scrutiny Committee
* Check-list and job chart of Pilot Survey Team

**During-Kalyanam**

* Check-list and job chart of Performing Team

**Post-Kalyanam**

* Check-list and job chart of Kalyanam Project
TIRUMALA TIRUPATI DEVASTHANAMS, TIRUPATI

APPLICATION FOR CONDUCT OF SRINIVASA KALYANAM

PART – A (DETAILS OF ORGANISER)

1) Name of the Applicant : 
Postal address : 

e-mail id : 
Phone Number (Cell) : 
Phone Number (Landline) : 

2) Registration No. in case of Organisation / Trust / Society / Temple (enclose copy of registration) : 

3) Enclose separate sheet describing the activities being carried on by the applicant : 

4) If other spiritual, religious entities are involved, furnish details:-

   Name : 
   Address : 
   Phone Number : 

   Also, furnish the details of other alternate person for contact

   (i) Name : 
    Phone Number : 
   (ii) Name : 
    Phone Number : 

5) Furnish financial credentials : 

   (i) PAN Number : 
   (ii) Previous years I.T Returns : 

6) Specify 3 preferential dates (allowing 3 months’ time) from the date of application

   1\textsuperscript{st} preferred date : 
   2\textsuperscript{nd} preferred date : 
   3\textsuperscript{rd} preferred date : 

7) Details of religious events organized in the past (Photo / CD may be enclosed)

8) Mention the purpose of the present proposal seeking Srinivasa Kalyanam in your place

PART – B (DETAILS OF VENUE)

1) Name and location :

2) Vested with : Govt/local body/ Temple/ Private

   If venue belongs to private, furnish the details of owner

   Name :
   Occupation :
   Phone Number :

3) Distance of the venue from Railway Station & Bus-stand :

4) Does Airport exist in the venue town. : If so, distance from the venue

5) Specify alternate spacious open grounds, if any

6) If possible, enclose site plan of the venue indicating the capacity and parking place

   Extent in case of open space :
   Capacity in case of structure :

7) No. of devotees expected for Kalyanam :

8) Details of parking place available ( specify measurements and enclose plan) :

9) Whether free approach road is available to the venue :

10) Availability of power at the venue :

11) Availability of drinking water at the venue :

12) No. of persons expected on stage like organisers, donors, VIPs ( specify the names)
PART – C (FINANCIAL & OTHER REQUIREMENTS)
<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the component</th>
<th>Quantity</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Homagundam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Peetalu with Koormasanam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Deepasthambhalu</td>
<td>2 (4ft Height)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Samidhulu &amp; Fuel</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Jilledu</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Chandra</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Jammi</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Moduga</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>e. Garika</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>f. Uttarani</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>g. Medi / Athi</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>h. Darbha</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>i. Raavi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mookullu</td>
<td>10 No's</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Palikal</td>
<td>10 No's</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Two Tables</td>
<td>4X3X3 ft</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Teapoy</td>
<td>3X2X2.5 ft</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Turmeric Powder</td>
<td>200 grms</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Kum-Kum</td>
<td>100 grms</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Chandanam</td>
<td>100 grms</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Rice</td>
<td>10 kgs</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Camphor</td>
<td>250 grms</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Agrarbatties</td>
<td>5 Packet</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Ghee</td>
<td>4 kgs</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Plate leaves</td>
<td>25 Nos</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Coconuts</td>
<td>10 Nos</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Cardamoms</td>
<td>50 grms</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Cloves</td>
<td>50 grms</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Jaggery</td>
<td>3 kgs</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Cotton wick</td>
<td>250 gms</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Navadanyams</td>
<td>½ kg</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Rice Powder</td>
<td>½ kg</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Sugar</td>
<td>1 kg</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Betel Leaves &amp; Nuts</td>
<td>100 gms</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Fruits (5 Varieties)</td>
<td>Each Dozen</td>
<td></td>
</tr>
</tbody>
</table>

**Flowers**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lilies</td>
<td>10Kgs</td>
</tr>
<tr>
<td>2</td>
<td>Chamanthi</td>
<td>15Kgs</td>
</tr>
<tr>
<td>3</td>
<td>Rose</td>
<td>10Kgs</td>
</tr>
<tr>
<td>4</td>
<td>Green Leaves for srams</td>
<td>5Kgs</td>
</tr>
<tr>
<td>5</td>
<td>Thulasi</td>
<td>10Kgs</td>
</tr>
<tr>
<td>6</td>
<td>Pernar leaf (or)moram</td>
<td>10Kgs</td>
</tr>
<tr>
<td>7</td>
<td>Bangalore Rose</td>
<td>1000 Nos</td>
</tr>
<tr>
<td>8</td>
<td>Jasmine &amp; Kanakambaram</td>
<td>2 Kgs Sarams</td>
</tr>
</tbody>
</table>

**Dais**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stage (not &lt; 30 x 40 ft)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Backdrop as prescribed by TTD</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Pendals</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Plantain trees</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Flower decoration</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mango leaves</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Electrical illumination</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Public Addressing system</td>
<td>15 stand mikes,</td>
</tr>
</tbody>
</table>

**Venue**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Galleries for audience</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Drinking water</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Shoe keeping counter</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Temporary toilets</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>LED Screens</td>
<td></td>
</tr>
</tbody>
</table>

**Others**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accommodation to TTD team</td>
<td>20 Rooms</td>
</tr>
</tbody>
</table>
### PART – D (MOBILISATION OF FINANCIAL & OTHER RESOURCES)

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name &amp; Address of the donor</th>
<th>Donation in the form of Kind</th>
<th>If cash, specify amount</th>
<th>Total contribution (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Item</td>
<td>Qty</td>
<td>Value (Rs.)</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
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<td>3</td>
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<td>4</td>
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<td>6</td>
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</tbody>
</table>

### PART – E (REQUIREMENTS SOUGHT FROM T.T.D FOR FREE DISTRIBUTION TO DEVOTEES DURING KALYANAM)

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Nature of requirement</th>
<th>Cost (Rs.)</th>
<th>Quantity required</th>
<th>Value</th>
<th>Remarks</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Small laddus (cost to be borne by the Organiser)</td>
<td>3-50</td>
<td></td>
<td></td>
<td>To be borne by Organiser</td>
</tr>
<tr>
<td>2</td>
<td>Laminated / 3D photos of Lord Venkateswara Swamy &amp; Padmavathi Ammavaru</td>
<td></td>
<td></td>
<td></td>
<td>Supplied by TTD on free of cost subject to availability</td>
</tr>
<tr>
<td>3</td>
<td>Kum-kum packets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Holy thread (Kankanams)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Door stickers of HDPP (on Sanathana Dharma)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
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<tr>
<td>8</td>
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<td></td>
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<tr>
<td>9</td>
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<td>10</td>
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</tr>
</tbody>
</table>

### PART – F (UNDERTAKING & DECLARATION)

I / We declare that the details mentioned above are true to the best of my / our knowledge and I / we abide by the terms & conditions of TTD in connection with
the conduct of Srinivasa Kalyanams. In the event of failure to abide by the orders of TTD, I / we will be held responsible.

Signature of the Applicant

PART – G (TERMS & CONDITIONS)

1) Acceptance of the proposal is subject to the feasibility and availability of manpower and time resources of TTD;

2) The application should be submitted at least 3 months in advance;

3) Mere receipt of application in TTD does not confer any right to the organiser for conduct of Srinivasa Kalyanam;

4) Acceptance of the proposal is subject to the inspection / verification by the committee and its report regarding the details furnished in the application and suitability of the place for conduct of Kalyanam;

5) If the proposal is accepted, the date will be finalized keeping the priority areas in mind;

6) The TTD reserves the right to cancel / postpone the function even after the proposal is sanctioned;

7) There shall not be any political speech or discussion at the venue. It should be totally non-political;

8) TTD reserves the right to invite persons on the dais depending upon the space and importance of the person;

9) The organiser should submit Audit Report within 30 days from the date of the Kalyanam conducted, with regard to the contributions received, expenditure made and the balance amount remitted to TTD.

10) Surplus amount after meeting all expenditure shall be credited to TTD by way of Cheque / Demand Draft.

11) TTD does not authorise anybody to raise donations / contributions;

12) It is the responsibility of the organisers to maintain law & order at the venue through the local Police for smooth conduct of the function;

13) All the arrangements specified in the application should be made in toto. Any deviation will result in cancellation of the function.

14) The conduct of the function shall be under the guidance & supervision of the authorised officer deputed for this purpose.

15) Sufficient publicity should be given to make the function a grand success.
16) There is no entry fee to the devotees attending the function and the banners indicating “NO ENTRY FEE” should be prominently displayed;
17) The organiser should extend necessary assistance to the team visiting for advance survey
18) Organisers should not keep any Hundi / counter for collecting donations. TTD hundies alone should be permitted.
19) TTD emblem should not be used by organiser in donor booklets / wall posters / banners / pamphlets / receipts, etc.
20) No commercial advertisements are allowed at the venue
21) Organiser should obtain necessary clearances if any from the local authorities. Wherever necessary. Escort should be provided through police to the vehicle carrying idols of the Lord.
22) The list of persons to whom felicitation is being arranged if any should be got approved by the TTD in advance. The list should be very minimal.
23) No selling of tickets will be allowed for daily rituals. Except the sevas in Ekantham, for all other sevas, opportunity should be given to all.
24) Organisers should provide list of donors in advance.
25) No photos / banners of anybody shall be allowed at the dais as backdrop.
26) The organiser should allow the TTD staff to have full access to the dais and once the Utsava idols reaches the dais, the dais shall be under the control of TTD staff.
27) Alternative power supply should be ensured by way of generators of sufficient capacity.
28) S.V Bakthi Channel should have preferential and exclusive rights of Kalyanam. Other channels may also be permitted but they should get feed through SVBC and also they should not telecast adverse advertisements in the middle.
29) Fire engine with fire-fighting equipment and First-Aid centre should be made available subject to availability.
30) The organisers should provide good accommodation to the entire team. Food and Naivedyam shall be provided by Brahmin cooks.
31) The organiser need not pay any TA / DA or Sambhavana to TTD staff, as it is being paid by TTD.
32) Small laddus cost has to be borne by the Organiser
33) Protocol order is not applicable for this function
34) The names & amounts of contribution only should be displayed away from the stage if the organiser feels
12
35) No sale of tickets by the organisers is allowed for the function
36) Sufficient publicity should be given through door to door campaign, flexis, banners and advertisement in two leading daily news papers without fail.
37) Sufficient Police bandobasth should be arranged through Police department both at the venue and parking place

Note:-

(a) Filled in applications should be sent to “The Executive Officer, T.T.Devasthanams, Tirupati, Chittoor District, Andhra Pradesh” marking a copy to “The Officer on Special Duty, Srinivasa Kalyanam Project, Madhavam building, Srinivasam Complex, TTD, Near APSRTC Bus-stand, Tirupati, Chittoor District, Andhra Pradesh”

(b) For further details, contact office of the OSD, Srinivasa Kalyanam Project, Tirupati (Phone No. 0877 – 2264153).

Signature of the Applicant
TIRUMALA TIRUPATI DEVASTHAANAMS, TIRUPATI

REPORT OF PILOT SURVEY TEAM

1) Name and designation of Pilot Survey Team
   a) Officer from Admn. department : 
   b) Officer from Engineering department : 
   c) Officer from Temple department : 
   d) Officer from Security department : 

2) Date of visit : 

3) Venue details
   a) Place 
   b) Village / Town 
   c) Taluq / Mandal 
   d) District 

4) (Details to be furnished by the Admn. Officer)
   a) Whether the venue proposed is suitable for conduct of Srinivasa Kalyanam 
   b) Population of the Village / Town 
   c) Population within periphery of 10 Kms from the venue 
   d) Expected devotees to attend the Kalyanam 
   e) Whether the organiser / Trust / applicant took the function on a serious note 
   f) Whether the organiser is capable of getting necessary permission and help from local authorities
g) Whether the organiser is capable of making arrangements
h) Whether the organiser has capacity to meet the financial requirements
i) Whether the organiser belongs to any political party
j) Whether the organiser holds respect and neutral image in the society
k) VIPs / VVIPs expected to attend the function
l) Whether the details furnished in the application are found to be true
m) Any other relevant information useful for taking decision on the proposal
n) Phone numbers of local Police & Revenue authorities

5) (Details to be furnished by Engineering official)

a) Whether the venue is accessible to bus / vehicles
b) Distance of the venue from : Bus stand :
   Railway station :

c) Enclose Route map from Tirupati to the venue
d) Location map indicating venue and the places in the periphery of 10 kms indicating the population
e) Measurements of the proposed venue
f) Whether venue is suitable for function
g) Whether suitable stage can be erected. Indicate measurements of stage
h) Whether ‘Q’ lines, barricading, entry-exit, etc., can be arranged
i) Capacity of the venue to accommodate devotees
j) Any other relevant information useful for taking decision on the proposal

6) (Details to be furnished by Temple / Religious wing)
   a) Whether the venue has serene atmosphere to conduct Kalyanam
   b) Whether the organisers have religious mind and bent
   c) Whether the organisers are capable of arranging the items required for the function
   d) Any other relevant information useful for taking a decision on the proposal

7) (Details to be furnished by Security official)
   a) Is the venue suitable for conduct of Kalyanam from security point of view
   b) Whether the public have religious bent
   c) Percentage of religious mix in the village / town
      i) Hindus
      ii) Muslims
      iii) Christians
      iv) Others
   d) Whether there are any other religious places like mosque / church nearby the venue
   e) Is the village / town has communal tolerance – Any past incidents of religious incompatibility
   f) Antecedents of the organisers
   g) Any apprehension of using the function for vested interests (or) to get political mileage
   h) Any indication of raising the funds in the name of TTD
i) Whether the contents given in the application tally with the ground realities

j) Whether local administration will extend support to maintain law & order

k) Any other useful information for taking decision on the proposal

8) Opinion of the Team on the proposals

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>APPLICATIONS SCRUTINY COMMITTEE</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The committee consists of:

1. Special Officer, HDPP - Chairman
2. Officer on Special Duty, SVKP - Member - Convener
3. One officer from TTD Administration (Not below the rank of Dy.E.O) - Member
4. One officer from Temple/ Religious Wing - Member
5. One officer from Engineering Dept. (Not below the rank of S.E.) - Member
6. One officer from Vigilance & Security Dept. (Not below the rank of V&SO) - Member
7. One officer from Finance Dept. (Not below the cadre of CAO) - Member

At the outset, the committee will be provided with the guidelines and procedure for conduct of Srinivasa Kalyanams. The S.O, HDPP having insight into the scheme and modalities will guide the other members to scrutinize the application. Report of Advance Recky Team will be taken into account. If the proposals are in conformity of TTD guidelines the same will be recommended. If the proposal is not in accordance with the guidelines, the same will be recommended for rejection.
REVISED GUIDELINES

- Henceforth, the project may be named as “SRINIVASA KALYANAM PROJECT” and the Kalyanam shall be called as Srinivasa Kalyanam instead of calling with two names i.e. (i) Srinivasa Kalyanam and (ii) Govinda Kalyanam.

- **Kalyanams may be performed broadly in 3 areas**
  1. Within Andhra Pradesh State
  2. Other states of India
  3. Other countries

- Totally 200 Kalyanams may be planned in a calendar year and the ratio is given below.

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Place</th>
<th>% of Kalyanams</th>
<th>No. of Kalyanams</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Within A.P state</td>
<td>20%</td>
<td>40</td>
<td>@ 2 Kalyanams per district</td>
</tr>
<tr>
<td></td>
<td>(Urban areas)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Within A.P state</td>
<td>40%</td>
<td>80</td>
<td>@ 4 Kalyanams per district</td>
</tr>
<tr>
<td></td>
<td>(Rural areas)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Other states of India</td>
<td>35%</td>
<td>70</td>
<td>20 in Tamilnadu, 20 in Karnataka, 5 in Kerala &amp; 25 in North India</td>
</tr>
<tr>
<td>4</td>
<td>Other countries</td>
<td>5%</td>
<td>10</td>
<td>2 countries in a year @ 5 Kalyanams per country</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100%</strong></td>
<td><strong>200</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Following is the additional staff required to Kalyanam Project office on regular basis for effective performing of Kalyanams as per schedule.

  (1) Asst.Exe.Officer - 1 No.
  (2) Superintendent - 1 No.
  (3) Senior Assistant - 1 No.
  (4) Junior Assistant - 1 No.
Necessary Software has to be developed for this Project to maintain all details like applications, details of organisers, date & place of Kalyanams held, details of various staff deployed for Pilot visit as well as for Performance, details of donations, hundi collections, vehicles plied, remarks of Pilot Survey team, Record Sheet of Performance Team, Audit report containing income & expenditure for Kalyanam met by organiser, various expenditure from TTD side, etc. Similarly, list of certain employees from various departments shall be put in database and will be randomly picked up from pool as and when required for Pilot Survey Team as well as Performance of Kalyanam Team.

There will be 3 stages in Kalyanams viz., (i) Pre-Kalyanam / (ii) Performance of Kalyanam and / (iii) Post-Kalyanam and teams for each stage will work as per the guidelines.

Hundi seal & keys of Kalyanam Project hundies shall be kept in TTD Treasury and concerned deputation staff on production of deputation order and identity cards can take Seal & keys from Treasury for use & return after work done with.

The idols should be kept in Archaka Nilayam in Tirupati and regular rituals to be performed may be ordered to go on without fail.

Help / assistance of various groups like Srivari Seva volunteers, Women Self Help Groups, Youth Organisations like Vivekananda Swamy Youth, DPP Coordinators, Dharmic Mandali Members, ITDA officials of respective regions may be taken wherever necessary. Names & addresses of such groups may also be kept in the database of Kalyanam Project.

Kalyanams should not be performed in closed halls / Kalyanamandapams / Auditoriums and shall always be performed in a open spacious ground allowing everybody to witness the Kalyanam.

In order to perform 200 Kalyanams in a calendar year, **two teams** need to be deployed for performing Kalyanam. One batch of Archakas will be deputed from Sri T.T., Tirumala and another batch will be constituted by one Archaka from Sri T.T., who will be the main Archaka and 5 Archakas from outsourcing pool. There should be a pool of outsourcing Archakas from which we can draw them.

The sambhavana may be paid for regular / Outsourcing Archakas as per the scale shown below which is already in force

I. For Archakas attending from Sri T.T.
(a) Pradhanacharya - Rs.1,116/- per Kalyanam
(b) Archakas - Rs.516/- per Kalyanam
(c) Vedaparayandars - Rs.516/- per Kalyanam
(d) Adhyapak - Rs.516/- per Kalyanam
(e) Paricharika - Rs.216/- per Kalyanam
(f) Thallapakam person - Rs.216/- per Kalyanam

II. For Archakas on outsource basis

(a) Urban Areas on Kalyanam day - Rs.2000/- per day
(b) Urban Areas on No Kalyanam day - Rs.500/- per day
(c) Rural & Agency Areas - Rs.2000/- per day irrespective of Kalyanam performance

➢ For Kalyanams at rural areas organized by TTD itself, following prasadams have to be prepared and offered to deities and distributed to devotees.

- 3 types of prasadams viz., Pulihora (Tamarind Rice), Chakra Pongal (Sweet Rice) and Dhadyojanam (Curd Rice) for distribution to 3000-4000 devotees at venue after conclusion of Kalyanam
- Food prasadam to TTD deputation team about 50 – 60 persons
- One type of prasadam for distribution to about 500 devotees at base camp

<table>
<thead>
<tr>
<th>Staff required for One Kalyanam Team</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hundi Team</strong></td>
</tr>
<tr>
<td>Superintendent</td>
</tr>
<tr>
<td>Assistant</td>
</tr>
<tr>
<td>Attenders / Mazdoors (well versed in tying sealing cloth)</td>
</tr>
<tr>
<td><strong>Garden Department</strong></td>
</tr>
<tr>
<td>Flower Tier</td>
</tr>
<tr>
<td><strong>Security</strong></td>
</tr>
<tr>
<td>A.V.&amp;.S.O / Vig.Inspector</td>
</tr>
<tr>
<td>Jamedhar</td>
</tr>
<tr>
<td>Security Guards (to escort Utsava deities)</td>
</tr>
<tr>
<td>Security Guards (for Hundi purpose)</td>
</tr>
<tr>
<td>Cameraman (for surveillance recording)</td>
</tr>
<tr>
<td><strong>Supervisory Officer</strong></td>
</tr>
<tr>
<td>Dy.E.O / A.E.O / Supdt. (for liaisoning purpose)</td>
</tr>
<tr>
<td><strong>Drivers</strong></td>
</tr>
<tr>
<td>KalyanaRadham (Dieties&amp; Temple team)</td>
</tr>
<tr>
<td>Swaraj Mazda (Cultural team &amp; Melam team)</td>
</tr>
<tr>
<td>Scorpio (Hundi team)</td>
</tr>
<tr>
<td>Scorpio (Security Escort)</td>
</tr>
<tr>
<td>SV Bakthi Channel</td>
</tr>
<tr>
<td><strong>Archaka</strong></td>
</tr>
<tr>
<td>Pradhanacharya</td>
</tr>
<tr>
<td>Archaka</td>
</tr>
<tr>
<td>Paricharika</td>
</tr>
<tr>
<td>Vedaparayandars</td>
</tr>
<tr>
<td>Thallapakam person</td>
</tr>
<tr>
<td>Adhyapak</td>
</tr>
<tr>
<td><strong>Melam</strong></td>
</tr>
<tr>
<td>Dolu Player</td>
</tr>
<tr>
<td>Nadaswaram Player</td>
</tr>
<tr>
<td>Thalam Player</td>
</tr>
<tr>
<td>Musical</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Tiruchurnalu Man</td>
</tr>
<tr>
<td>Vocal Singer</td>
</tr>
<tr>
<td>Tabala / Mrudangam Player</td>
</tr>
<tr>
<td>Key Board Player</td>
</tr>
<tr>
<td>Violin Player</td>
</tr>
<tr>
<td>Office Staff</td>
</tr>
<tr>
<td>Clerk (to carry II-A advance &amp; to maintain Kanuka Register)</td>
</tr>
<tr>
<td>Attender</td>
</tr>
<tr>
<td>SVBC</td>
</tr>
<tr>
<td>Camera Man</td>
</tr>
<tr>
<td>Camera Assistants</td>
</tr>
<tr>
<td>Producer</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

**For Kalyanams at Distance places (long journeys)**

2 Spare Drivers & one Mechanic from TTD Transport may be provided

**Additional Team for Srinivasa Kalyanams in Rural areas**

<table>
<thead>
<tr>
<th>Medical (Ayurvedic)</th>
<th>Medical Officer</th>
<th>1 No.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pharmacist</td>
<td>1 No.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M.N.O</td>
<td>1 No.</td>
<td></td>
</tr>
<tr>
<td>Medical (Allopathy)</td>
<td>Medical Officer</td>
<td>1 No.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pharmacist</td>
<td>1 No.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M.N.O</td>
<td>1 No.</td>
<td></td>
</tr>
<tr>
<td>Catering staff</td>
<td>Supervisory staff</td>
<td>1 No.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cooks (Brahmins / Vaishnavas)</td>
<td>3 Nos.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Server / Cleaners</td>
<td>3 Nos.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional staff</td>
<td>13 Nos.</td>
<td></td>
</tr>
</tbody>
</table>

- The catering staff should draw necessary provisions from Marketing Department to be taken along with them.
- Post-Kalyanam (Performance Assessment Team) shall be constituted with S.O / Secretary (HDPP), CAO, V&SO and OSD(SKP) to assess / evaluate the performance of Kalyanam.
- Payments for TTD vehicles like diesel charges, toll-fees, etc., may be initially borne by TTD Transport department and later reimbursed from H.D.P.P funds.
Duties of Kalyanam Project:

Applications received through the Exe. Officer / J.E.O shall alone be registered.

The Project office after receiving application should check whether (i) all required details in the application are filled by applicant (ii) Whether organiser gone through the terms & conditions and appended signatures.

After ensuring that application is correctly filled and received, the details should be entered in database (Srinivasa Kalyanam Project) and a unique application number generated through computer system. Acknowledgement may be generated and sent to the applicant.

After segregation of applications area-wise, district-wise route map has to be prepared on contiguous basis and applications have to be grouped accordingly by G.M(Transport).

Applications falling in each route-map have to be given to Advance Recce team along with guidelines, check-list for necessary survey and submission of report. This Advance Recce team will be drawn from the pool in random through computer system. Sufficient pool may be maintained in database.

Srinivasa Kalyanams (Rural areas) earlier called as Govinda Kalyanams may be considered to be conducted at 5 places in 5 days @ 1 Kalyanams per day and such team shall be on tour for not more than a week i.e. 2 days for to & fro journey and 5 days performing Kalyanams.

Basing on necessity and exigency, the E.O / J.E.O(Tpt) may constitute a Advance Recce Team of their choice without drawing from pool available in computer.

After receiving Survey reports, the same has to be placed before the “Applications Scrutiny Committee” every month to finalize eligible applications after scrutiny.

Kalyanam Project office will then get approval from the Exe. Officer, TTD for necessary arrangements for conduct of Srinvasa Kalyanam and releases Proceedings well in advance.

After releasing orders, the Kalyanam Project should pursue all concerned departments and ensure that arrangements from TTD’s side like deployment of staff, vehicles, hundi arrangement, etc., are made properly.
A Supervisory Officer not less than Superintendent cadre may be deputed for every Kalyanam. In other words, this Supervisory Officer has to lead and plan the function including journey, accommodation & boarding to TTD team. He is responsible for successful conduct of Srinivasa Kalyanam.

Topper Hundies should be kept instead of side-hole hundies as they are convenient & occupy lesser inner space. Sufficient hundies of specific design can be made and taken to the venues, as it is observed that shortage of hundies are reported.

The deputation staff should not unnecessarily interact with any organiser or his team but only bring anything to the notice of Supervisory Officer.

The TTD team as well as organiser's team on stage should be well informed that if any offerings to God by way of kind i.e. Vasthrams, ornaments, etc., shall be handed over to Supervisory Officer only that too in the presence of Security Officer duly recording the donations in the Donations Register.

The TTD may plan for free distribution of TTD literature on Lord's Vaibhavam / Govinda Namavali / significance of Srinivasa Kalyanam as a part of propagation of Hindu Dharma.

Necessary action may be taken to make laddus available during Kalyanams and however cost of such to be borne by Organizers only.

While conducting Kalyanams in agency areas, letters to concerned Collector, S.P, P.O(ITDA) should be informed in writing and invite them to attend the Kalyanam.

➤ **Duties of Advance Reccee Team:**

The Advance Reccee Team should collect a copy of applications, guidelines, check-list, etc., signed by organiser should be collected from Kalyanam Project office and proceed as a team together. During journey, the ART shall identify any religious institutions like temples, mutts, ashrams, etc., in the route while proceeding to venue and interact with them about halt of TTD team along with Utsava deities enroute so as to perform daily rituals to utsava dieties during journey if required.

The ART after reaching venue town shall discuss with the organisers about various arrangements to be made, expected expenditure for conducting Kalyanam, various modes of mobilizing financial resources and collect all such information.

The ART should inspect the proposed Venue as well alternative grounds in the venue town where much crowd can be expected & which is convenient to one & all.

After finalizing a suitable ground, the Advance team shall specify the size of stage, electrical illumination and other requirements specified in guidelines.
After completion of inspection, the Advance Team should submit a report to Kalyanam Project in the Check Memo supplied which will be useful for scrutinizing & finalization of Kalyanam as well for the Performance team for conducting Kalyanam.

Archakas should inform the Organiser during Advance team visit about direction of dieties to be placed, tables, table clothes, Vasthrams, required flowers with quantities, required pooja and other materials required for Kalyanam, other Sevas, Agni Hotra Homam, Appams for Kalyanam, etc.,

Engineering official should inform the Organiser during Advance team visit about direction of stage to be set up in the venue, size of stage basing on venue/expected crowd, sketch of dais, seating arrangements, queue lines, barricading, entry & exit points, electrical illumination, backdrop, P.A system, no. of mikes & cordless mikes for Kalyanam team, floral decoration, prasadam distribution points/counters, free shoe-keeping counters, parking place, route map, drinking water points, etc.

➤ **Duties of Kalyanam Performance Team:**

- Proper time-frame to be fixed for departure and all vehicles to start and move in a convoy punctually
- Vehicles should travel not more than 400-500 kilometres a day.
- Route map for the journey should be prepared in advance. The vehicles should stop at the pre-approved places only for Naivedyam to dieties (or) boarding of TTD Performance team.
- Basing on the necessity, spare drivers to be provided for long journeys.
- The TTD team should proceed to destination town in the route specified in the report submitted by Advance Team without any deviation and if deviation to be made under any unavoidable circumstances, the same to be informed to concerned TTD officials stationed at Tirupati like Security Control Room, Kalyanam Project officials, etc.
- The TTD team shall record the functions conducted enroute at any Ashram / Mutt
- During the period of Kalyanams, the dieties should not be taken into any individual houses or interior places and if necessary to perform Naivedyam, etc., then the dieties may be taken to any Hindu religious Ashram / Mutt with prior permission / intimation to TTD higher officials.
- The Supervisory Officer and Security Officer along with TTD Main Priest should check whether all guidelines / Undertaking promised by organiser are fulfilled by the
Organiser and report any deviations / omissions immediately to Kalyanam Project officials for immediate further action.

The Supervisory Officer should collect information from concerned deputation staff regarding arrangements like information from Gardeners whether sufficient / required flowers are supplied to them or not, from Security Officer whether they satisfy with security arrangements or not, similarly from Archakas whether required pooja materials and utensils are provided to them or not, from Cultural team whether proper mikes are arranged or not and so on and ensure that all necessary arrangements are provided by organiser upto the expectation of TTD.

The Supervisory Officer himself should check whether proper accommodation is arranged to all the TTD team nearer to Kalyanam venue or not.

Archakas while going for Kalyanam should ensure that Organiser arranged all required materials in specified quantities and certify to that effect in Record Sheet

Engineering official / Supervisory officer while going for Kalyanam should ensure whether all above arrangements were made accordingly or not. If any shortfalls noticed, the Organiser shall be immediately insisted to arrange the same without any compromise.

Proper and sufficient lighting to be ensured on dais / stage in general and on deities in particular without any compromise. This will ease the SVBC live also.

Proper timing to be fixed for bring deities on to stage as well as proper timing for commencement of Kalyanam.

After conclusion of Kalyanam, the deities shall be kept on dais atleast for an hour and barricading and exit may be planned that devotees from their galleries come near dais and after having darshan of deities from near, leave from either sides thus devotees will have utmost satisfaction as well be able to put offerings in Hundies placed at dais, since so many devotees in general and aged people having poor vision in particular suggested the same since they are leaving disappointed.

The Hundies should be handed over to DyEO (Parakamani), Tirumala by the Hundie team along with concerned Security staff. No counting of hundi collections at the venue.

print media / electronic media shall be invited for Kalyanam for propagation of the function, their cameras / movements shall not cause any hindrance to the devotees and need sufficient liaisoning of SVBC team.

Idols of other Gods/Goddesses are not allowed on the stage without prior permission from the TTD.
Samprokshana of the premises need to be performed by local Archakas / Veda Pandits before erecting the stage, venue as the Hindu Agama as prescribed by our advance team.

Srivari Idols and Archaka team shall be placed only in the holy places like temple premises, Good reputed Kalyanamandapams, mutts having clean toilets, bath rooms & good water facilities.

Ensure good, Hygenic, tasty food with Brahmin cooks are deputed in that area for the entire team of TTD including Srivari Archakas as per their tradition for arranging vegetarian food to entire TTD team during their stay. The necessary guidance may be sought from our advance team.

Ensure pooja or other materials sought by TTD Archakas if they feel it necessary to perform "Samprokshana" under any specific situations.

The TTD Archakas will not perform any other sevas like "Abishekam" or "UnjalSeva", etc.

Ensure necessary arrangements to keep the stage, entire venue and nearby surroundings neat and tidy and debris/garbage shall be lifted well in advance.

no photos of any individuals, organisers shall be displayed as background banner on the stage

TTD team will have full access to stage on arrival of Utsava murthies on dais and the entire stage will come under the control of TTD team.

no political / contraversial / commercial or whatsoever speech shall be permitted on the stage.

no activity against the interests of TTD in particular and Hindu religion in general shall be permitted in the entire Kalyanam premises / venue.

Organiser shall not sell any kind of prasadams in the premises

TTD shall be at liberty to sell any prasadams/TTD books & CDs/photos & calendars, etc., as well as free distribution of certain items like photos, holy threads, kumkum packets or whatsoever

Ensure necessary modifications/alterations/additional requirements suggested / proposed by TTD team/staff in the interest of effective conduct of Srinivasa Kalyanam and the Organiser shall not deny the same

Ensure conduct of Suprabatham, etc., sevas either Ekantham or public as per the discretionary decision of TTD authorities.

Ensure working of alternative Power supply by way of Generator of sufficient capacity.
Ensure the dais in a befitting manner with two tables & one small teapoy with necessary new white clothes, one full bag of pure sand, two big S.S vessels of holy water (20 litres) for pooja purpose. Similarly, sufficient quantity of holy firewood for Homam purpose (Samidhas) as prescribed by Advance team shall be made available well in advance.

Ensure two big brass oil lamps of sufficient size in clean condition on either sides of Utsava deities with sufficient wicks, camphor, oil and match box. Necessary protection from wind shall be made to ensure that lamps are not put out due to wind.

No local Archakas / private Archakas will be permitted to assist the TTD Priests team until and unless the archakas invite the same.

SVBC (TTD Channel) should be given preference and exclusive rights of Kalyanam. But other channels may be allowed to telecast live at free of cost, with a specific condition not to telecast adverse advertisements in the middle while telecast of Kalyanam.

No sale of tickets / collection of donations at the venue.

Ensure Fire Engine along with fire-fighting equipment

Ensure Ambulance with First-Aid facility made available at the Venue

Only TTD approved rituals will be followed at the time of Kalyanam.

Post-Kalyanam duties:

Surplus amount available after conclusion of Srinivasa Kalyanam to be credited to TTD by way of Cheque / Demand Draft

Audit Report shall be submitted to TTD within 1 month from the date of conclusion of Srinivasa Kalyanam duly verified and certified by practicing Chartered Accountants

A soft copy of Photos and Video coverage in the form of CD/DVD/Pen drive shall be provided to S.V. Kalyanotsavam Project for record purpose by both Organiser and SVBC.

Organiser shall provide details/information like list of donors/sponsors, details of publicity given, approximate crowd attended, details of services of different personnel utilised for Kalyanam, etc., on the request of TTD.

A Record Sheet as prescribed should be prepared by the Supervisory Officer and submit to the S.K.Project immediately after Kalyanam is over.
The Organiser need not pay any amount to any staff of TTD as they will be drawing sufficient Sambhavana or T.A & D.A as the case may be from TTD funds.

**General Guidelines:-**

- The intent of performing Srinivasa Kalyanam at their local places has to be submitted to TTD by applicant **three months** in advance. Under no circumstances, TTD will entertain any last minute requests.
- The applicant / Organisation willing to organise Srinivasa Kalyanam in their hometown shall be a non-political, non-commercial and non-contraversial body, strictly adhering to Hindu philosophy, tradition, practices and religious processes.
- Venue selected should be convenient for everybody and transport facility must be available for the public to reach the venue
- TTD reserves the right to change the date/venue and even cancel the function due to any administrative reasons or on any adverse information received against Organising team
- The E.O, TTD has the power to approve or reject the request for Srinivasa Kalyanam. TTD will not entertain any further recommendations.
- Publicity is the most important weapon for successful conduct of event, which means door to door publicity to be given by the organizers with their volunteers / Srivari sevaks / News paper boys etc., within the purview of 4 to 5 kms radius (minimum) in the urban areas. Remaining areas will be covered through flexis, banners, posters, local news papers, cable network and the publicity shall be given in important places like temples, religious and educational institutions, etc.
- The Advance recce team (ART) will inspect and verify the capability of the organizers in mobilizing the devotees to the proposed Kalyanam and their financial disciplines as well.
- The organizers should inform the Advance recce team (ART) about the estimated number of devotees who would attend to the Kalyanam.
- Press meet shall be organised well in advance about performance of Srinivasa Kalyanam in their town/city (and if possible in surrounding places also) after clearance from TTD.
★ paper advertisement shall be given in at least two leading daily news papers if possible or sufficient banners about Srinivasa Kalyanam to be conducted with a specific mention highlighted that "All are Invited" as well as "Entry Free" shall be displayed in prominent places for notice of public.

★ Srinivasa Kalyanam promo to be telecasted in local TV channels for at least one week, if possible for information to public.

★ The organiser should provide pooja material to the extent requested and required flowers as per the list provided by TTD Priests should be made available in sufficient quantities well in advance.

★ no donations / contributions either by way of cash / kind shall be collected from anybody in the name of TTD or Srinivasa Kalyanam Project

★ Failure to abide or violation / breach of conditions of Kalyanotsavam, the Organisers / Organisations will be liable for prosecution under relevant sections of Law for breach of Trust.

★ Organiser shall abide by all terms & conditions of TTD and shall not cause any inconvenience in smooth conduct of Srinivasa Kalyanam

★ Organiser shall abide by all existing guidelines as well as future guidelines, if any given from time to time

★ Necessary support and co-operation shall be provided to the Advance recce team of TTD visiting their place for survey purpose

★ TTD Hundies alone will be permitted to be placed at required places of venue and Organiser shall not keep any Hundies / Donation Counters or whatsoever

★ The name of TTD or its emblem shall not be utilised anywhere under any circumstances i.e. in donation books or tickets. However, if the emblem is required for wall posters, banners, invitation cards, pamphlets, then prior approval has to be sought from TTD.

★ The Organiser shall make all arrangements mentioned in the application without any compromise and any deviation will result in cancellation of the Kalyanam

★ Display of any material / Advertisement / Names have to be approved by EO / JEO, TTD, Tirupati. However, the advertisements should not be commercial in nature.

★ Organiser shall not under any circumstances pave way for any comments / criticism from public / media or anybody with regard to organising the Srinvasa Kalyanam
Organiser shall obtain and provide necessary assistance and clearance from Police / Traffic / Revenue / Fire / Electrical, etc., as well Escort if found necessary for TTD vehicles to ply without any hindrance since Lord's Utsava Murthies be transported

- All administrative / police clearances shall be responsibility of the organizers. Parking place should be identified and it should be approved by the concerned Traffic Police.
- Pooja articles like Palikalu, Mookullu and Kankanams have to be arranged by the TTD.
- The advance / Pilot team of TTD should assess the funds being raised and through which channel. If donor passes issued, it should be informed in advance to TTD. The serial number of passes issued should be informed in advance, to enable Vigilance team to conduct checks on issuing of passes). The list of donors along with their addresses and particulars of amount should be furnished to TTD.
- The list for whom felicitation has to be done on stage should be finalized in advance. The list should be finalized in mutual consultation with TTD.
- All transactions should be made through Banks by Cheque / Demand Drafts
- Annadhanam / Prasadam distribution / Vasthradanam can be conducted with the prior approval from the EO, TTD.
- No selling of tickets for witnessing daily ritual sevas will be permitted. Unless it is performed Ekantham, opportunity to be given to one and all to witness daily rituals.
- The Organiser shall provide atleast three suitable dates to Advance Team for finalising a convenient date for performing Kalyanam
- The Recceee Team should furnish all the details in the Check-Memo enclosed after inspection and enquiry at the venue and indicate whether the proposal is acceptable or rejected.

Further Conditions:

1. If the requested date by the sponsorer is not possible for conduct of Srinivasa kalyanam, the TTD reserves the right to allot the date available and the sponsorer should abide by it and should not insist or exert pressure for the date of their choice.
2. Once the TTD allots a date and communicated to the sponsorer and in the event of his failure to conduct Srinivasa Kalyanam, his further request will be considered depending upon the availability of dates and other pending
applications. The sponsorer will not accrue any right to demand for immediate allotment of another date for Srinivasa Kalyanam.

3. The Sponsorers should not insists to keep the utsava idols in their homes during Nights (or) to bring idols to their home for brief halt.

**REPORT ON KALYANAM PERFORMED**

1) Order Number & Date : 
2) Place of Kalyanam : 
3) Date of Kalyanam : 
4) Date of Advance Reccee Team visiting the venue 
5) Officers of the Reccee Team with the details of vehicles used 
6) Details of vehicles & staff :

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<th>Vehicle Type, Vehicle Number &amp; Name of the Driver</th>
<th>Name of the official</th>
<th>Department</th>
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7) Date & Time of Departure from Tirupati : 
8) Details of places of halt &pooja performed, if any:

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<th>Date &amp; Time</th>
<th>Full postal address of place halted</th>
<th>Whether place of halt an Ashram / Mutt / Temple</th>
<th>Whether place of halt is a pre-approved place. If not, reasons</th>
<th>Details of Poojas / Naivedyam performed</th>
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9) Date & Time of arrival at Venue town : 
10) Place of halt at Venue town : 
11) Date & Time of reaching venue :
12) Name & full postal address of Organiser:
13) Mobile Number of the Organiser:
14) Whether Organiser arranged civil works properly:
15) Whether Organiser arranged pooja items properly:
16) Whether organiser arranged lodging & boarding to TTD team properly:
17) Whether organiser fulfilled all requirements promised in guidelines, check-list:
18) Whether Samprokshana conducted to Stage/Dais:
19) Whether any collections (donations / tickets) occurred at Venue:
20) Whether any controversial commercials displayed:
21) Whether organiser provided donors / sponsors list to TTD Security:
22) Details of Suprabatham, Thomala, etc., if conducted:
23) Whether all are permitted to witness Kalyanam or otherwise:
24) Whether print & electronic media participated:
25) Details of TTD officials of respective area attended:
26) Details of Protocol officials attended the Kalyanam:
27) Details of Hundies kept:
28) Approximate no. of devotees witnessed:
29) Names of persons seated on Dais:
30) Name of the TTD official availed Sankalpam at Srivaru:
31) Name of the TTD official availed Sankalpam at Consorts:
32) Details of prasadam distributed, if any:
33) Details of Photos, Kankanams, TTD literature, distributed, if any:
34) Date of handing over of Hundies at Tirumala to DyEO(Parakamani)
35) Details of Vasthrams, other donations received in kind:
36) Date & time of departure from venue:
37) Difficulties experienced, if any:
38) Feedback / Suggestions, if any for future adoption:

Sign of Supervisory Officer   Sign. Of Engineer   Sign of Security Officer
ADDITIONAL GUIDELINES FOR ORGANISER / ORGANISATION SEEKING SRINIVASA KALYANAM OUTSIDE INDIA (ABROAD)

- TTD will not engage in transportation of any Vignahas / prasadams to the venue under any circumstances.
- Data be provided to TTD about the weather conditions, route and venues before fixing the programme in abroad.
- The request for proposed Kalyanam should be routed through the Indian Embassy of respective countries.
- While conducting Kalyanotsavam, not only telugu NRI devotees, as well as other devotees be permitted to witness the Kalyanam, if they respect Hindu religion, Hindu tradition and has faith on Lord Venkateswara.
- The detailed Tour plan should be shared with the TTD before TTD staff boards the flight in India.
- The TTD team has to be received and dropped at the Airport by the local organising committee. No prepaid Taxi entertained in this regard. Under any circumstances, TTD team on their own without any help will not be in a position to reach their destinations in the local place. In case, the next venue requires a road trip, one of the organisers has to accompany the TTD team till they reach the next venue.
- Private Archakas to assist TTD team will not be permitted under any circumstances
- The TTD team comprises of Religious and Official staff. All the religious staff should be provided accommodation in Brahmin/Sri Vaishnava's houses only. If there is no such facility available, they should be provided accommodation at the houses of Hindu devotees with Brahmin cooks. During their stay, each one has to be provided with south indian breakfast, lunch and dinner without fail. This should be cooked exclusively by Brahmin/Sri Vaishnavas as per tradition.
- The sole Organiser (If single Kalyanam) or Overall Co-ordinator (for cluster Kalyanams in different venues) shall take the responsibility of sending sponsorship letter to the concerned Consulate of respective country for each and every member of the TTD staff visiting. This is mainly for VISA sponsorship for the visiting country.
The Organiser is responsible for sending Invitation letter to each and every member of authorised TTD team visiting abroad.

The Organiser is responsible for informing the above to the Consulate General of Indian Embassy, abroad about their plans of conducting Srinivasa Kalyanams.

Similarly, the Organizer should send the Medical Insurance, Travel Insurance coverage for all the staff in advance to the OSD, Kalyanotsavam Project, Tirupati.

The Organiser should send in advance the travel itinerary. All the flight tickets have to be booked with "Baggage options with Insurance" must.

If the organiser sets up Srivari Hundi, such Hundi should be under surveillance by a video camera with digital date printed on it. Similarly, the Hundi should be opened only in the presence of TTD Security Officer and counted in his presence, along with the local devotees. The summary has to be prepared and signed by atleast 5 devotees with full address particulars and contact numbers.

The Hundi proceedings should be converted as Demand Draft favouring the Exe.Officer, TTD payable at Tirupati on the same/next bank working day and properly handed over to the TTD authorised official.

The timings for TTD Sevas shall be (1) Suprabatham from 8 am (2) Thomala from 8:30 am (3) Archana & Sathumora from 8:45 am (4) Thirta Prasada viniyogam from 9 am (5) Break (preparation for Srivari Kalyanam) between 9:30 & 10:30 am and (6) Srinivasa Kalyanam from 10:30 am onwards and this should be followed as per true Vaikhanasa Agama without any deviation.

The organiser should bear the expenses for good accommodation, vegetarian food, transportation or any other taxes/fees levelled on the crew.

The Local organiser has to come up with an optimized tour plan before the travel begins. This plan should cover in detail the activities from starting day till the end. It should have the details of each and every venue (Kalyanam), its address information and the contact details of the venue/local co-ordinators, accommodation information, etc.

Most of the organisers want to perform Srinivasa Kalyanam with their local idols with TTD priests and procedures. If they wish to have Kalyanam with TTD deities, the same has to be brought to the notice of OSD, Kalyanotsavam Project three months in advance, cost duly borne by the organizer. These idols shall not be used for other private purpose but shall only be kept in Hindu temples and utilized for temple activities only.
Similarly, the request for free distribution of laddus to devotees also has to be made three months in advance, and the cost of the same has to be sent to TTD on hearing decision from TTD. TTD will not take the responsibility of transportation from Tirumala. Indian representative of the Organiser will take the responsibility. The delay in transportation, weather conditions which may harm the taste of laddus will not be TTD’s responsibility.

The Organisers should arrange required musical instruments like Nadaswaram, Violin, Mrudangam or Tabala, etc., to the Annamacharya Singers and their team.

The Organisers should not collect any entry fee / Admission / Registration fees from devotees at the time of Kalyanotsavam. The same should be communicated in all the local media including flyers. All the sections of Hindu religious people should be allowed without any restrictions.

Free Laddu prasadams / Anna prasadams should be distributed to all devotees without any discrimination.

The OSD, Kalyanotsavam Project, TTD will guide the procedure on how to go further with the request of TTD dieties, TTD laddus duly guiding the Organiser.

The Organiser shall be well informed and MOU entered that any breach of Trust, violation of guidelines or MOU noticed / reported will result in initiation of legal action against the responsible organiser / organisation.

The TTD staff should travel in such way that East->Central->West-> or vice versa. Again the distance between each venue should preferably be less than 400 miles.

For Kalyanams abroad, the TTD may take traditional silk vasthrams as well as two sets of Mangala Suthrams for adoring the deities and bringing back.