

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 Prachara Parishad", 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 every day 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.

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
- 1st preferred date :
- 2nd preferred date :
- 3rd 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)

Sl.No	Name of the component	Quantity	Estimated cost
	Pooja items		
1	Turmeric Powder	200 gms	
2	Kum-Kum	100 gms	
3	Chandanam	100 gms	
4	Rice (for Akshintalu)	10 kgs	
5	Camphor	250 gms	
6	Agarbathies	5Packets	
7	Ghee	4 kgs	
8	Plate leaves	25 Nos.	
9	Coconuts	10Nos.	
10	Cardamoms	50 gms	
11	Cloves	50 gms	
12	Jaggery	3 kgs	
13	Cotton wick	250 gms	
14	Navadanyams	1 Packet	
15	Rice Powder	½ kg	
16	Sugar	1 kg	
17	Betel Leaves & Nuts	100 gms	
18	Fruits (5 varieties)	Each1 Dozen	
1	Lilies	10Kgs	
2	Chamanthi	15Kgs	
3	Rose	10Kgs	
4	Green Leaves for sarams	5Kgs	
5	Thulasi	10Kgs	
6	Pennar leaf (or)moram	10Kgs	
7	Bangalore Rose	1000 Nos	
8	Jasmine &Kanakambaram	2kgs Sarams	
	Dais		
1	Stage (not < 30 x 40 ft)		
2	Backdrop as prescribed by TTD		
3	Pendals		
4	Plantain trees		
5	Flower decoration		
6	Mango leaves		
7	Electrical illumination		
8	Public Addressing system	15 stand, 3 cordless mike	
	Venue		
1	Galleries for audience		
2	Drinking water		
3	Shoe keeping counter		
4	Temporary toilets		
5	LED Screens		
	Others		
1	Accommodation to TTD team	20 Rooms	
2	Food arrangements to team	For 80 persons during entire period of stay	
3	Bandobusth personnel		
4	Volunteers		
5	Fire Engine		
6	Ambulance		

PART – D (MOBILISATION OF FINANCIAL & OTHER RESOURCES)

Sl. No	Name & Address of the donor	Donation in the form of Kind			If cash, specify amount	Total contribution (in Rs.)
		Item	Qty	Value (Rs.)		
1	2	3	4	5	6	7 = (5 + 6)

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

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

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 atleast 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
- 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

➤ **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 atleast 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 atleast 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 Srinivasa 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 Palikalalu, 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 Reccee 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.

**ADDITIONAL GUIDELINES FOR ORGANISER / ORGANISATION SEEKING
SRINIVASA KALYANAM OUTSIDE INDIA (ABROAD)**

- TTD will not engage in transportation of any Vighrahas / prasadam 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 organisers set 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 dieties, 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 prasadam / Anna prasadam 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.